# ATTITUDES AND EXPECTATIONS TOWARD MATCHMAKING SERVICES: A STUDY OF NORTHEASTERN SINGLE THAI LADIES WHO WISH TO MARRY WITH A WESTERN MAN

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## Abstract

The objectives of these study are to investigate factors that attract northeastern single Thai ladies to marry with Western men and northeastern single Thai ladies' attitudes and expectations toward matching services.

Research Methodology**:** The sample consisted of twelve interviewees who had hometown in northeastern region; had minimum age of seventeen years old; desired to marry with a Western man; and wished to use the matchmaking service. Semi-structured interviews with open-end questions was employed as research instrument for individual in-depth interview in this study.

Research findings revealed that most preferred to have European boyfriend who had similar age and higher age not more than 10 years and did not focus on appearance and education background as significant factors. All of them considered career and financial status as the important factors used to make a decision because they ensured the secure life. And, attitudes of both Western guys and Thai ladies became important.

Almost respondents noticed that commitments from ex-wife, such as having a child were not obstacles. All of them did not consider family significant while most of them did not consider economic, culture and language significant. For analyzing themselves, looking after others was their most interesting characteristics to attract European men while their highest expectations from European husband consisted of better living. For their attitudes toward matchmaking service, fame and all relating backgrounds of the company providing the services and pricing became the first priority. They expected that the matching service could match them with a suitably European boyfriend as needed to be the first priority, followed with worthy services.

**Keywords:** Matching services, Attitudes, Expectations, Northeastern, Single Lady, Culture

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# CHAPTER 1
# INTRODUCTION

## 1.1 Statement of the Problems

If love can be an exception, it will become wonderful because it is one of the great challenges and adventures in every society either in Thailand or Western countries. Love requires knowledge, feelings and emotions (Branden, 2008) and may be important but communication, respect and trust are essential (Aust, 2003; Wommack, 2015). It also creates the pleasurable feelings to stimulate a man and woman to grow interested in one another and can then lead them to marry (Aust, 2003). And, there is certainly no evidence to suggest that being unmarried makes most people happier than being married (Branden, 2008: 169). Therefore, love correlates with marriage even they do not always depend or lead to each other.

Love and marriage are synonymous to spring from the same motives and to cover the same human needs (Goldman, 1911). Marriage is a moving process and a living thing to create a good relationship (Aust, 2003; Wommack, 2015). Two people look to the structure of a marriage agreement as a means through which to express, solemnize, and objectify their choice when they wish to commit themselves to each other, to share their lives, their joys and their struggles, and when they wish to make a statement to the world around them about the nature of their relationship, to give it social objectivity (Branden, 2008: 165). Also, marriage can make him or her more focused in life and had getting drawn to children and babies with curiosity and affection, and can help his or her parents feel more reassured about his or her future (Ricard, 2015). Moreover, sex is extraordinarily important to human beings. However, sexual desire does not necessarily entail love and gratifying sexual experiences can occur without great love. But, the greatest and most intense sexual experience occur in the context of love, occur as an expression of love. (Branden, 2008: 73-74, 153).

A man and a woman experience them as stimulating challenging exciting when they experience differences as complementary and it is clear that the vision of romantic love goes considerably beyond the concept generally upheld in Western

culture (Branden, 2008: 91, 182). However, the right matching of them becomes difficult because of many reasons, such as gender that male and female generally have different attitudes and expectations and difference of language and race to provide communication barriers. Social conceptions and groupings of races vary over time and essential types of individuals are defined based on perceived traits (Montagu, 1962; Bamshad and Olson, 2003). Anthropologist, Brace (2005) and geneticist, Graves (2001) argue that this is true for almost all geographically distinct populations while it is possible to find biological and genetic variation corresponding roughly to the groupings normally defined as races while Kaplan (2011) also concludes that the differences are of no more biological significance than the differences found between any human populations while differences can be used to identify populations that loosely correspond to the racial categories common in Western social discourse.

Because of the mentions limitations, it becomes difficult to look for a right spouse even advanced technology like social network plays significant roles to support them (Kahneman, Krueger, Schkade, Schwarz, and Stone, 2004; Emler, 1994). The husband and wife picked the wrong mate that leads to many couples ignore marriage altogether in favor of living together while about half of all modern marriages end in divorce (Aust, 2003). Therefore, the occupation of mediation for matchmaking or marriage purposes becomes alternative because dual mediation involves not only showing a person their perfect match but also following up the process until an agreement is reached (Ad-Dosaree, 2014). Matchmaking service may be defined as a contract between two parties whereby an attempt is made to mediate between parties to marriage or to arrange marriage, with or without a certain fee to be paid to the mediator because it is closely related to engagement as an initial agreement and a promise for marriage. Introducing unacquainted individuals may allow matchmakers to signal positive traits (Bodner and Prelec, 2003; Bem, 1972; Al-Ghazaalee cited in Friedman, 2009). However, this concept here to conclude the marriage is excluded. In other words, the mediator does not conclude the contract on behalf of any of the parties to the marriage contract (Ad-Dosaree, 2014). Businesses providing matchmaking services become more attractive and grow up according to the records of Marketdata Enterprises, Inc. (2012) to report that the total United States

dating services market increased by 4.2% in 2011 with the worth of $2.14 billion. It forecasted its 4.7% annual growth to $2.54 billion by 2015 and estimated that at least 1,800 independent matchmakers operate in the United States and about 2,600+ worldwide to generate grossing about $200,000 per year. Their numbers are rising, as this is an easy business to enter without license requirement but with little investment capital and a profit margin as high as 76% of sales. This is an evidence of matchmaking and online dating to become large attractive business while there are multiple factors to contribute success for the business. The study of Intage (Thailand) Co.,Ltd (2013) reveals that reliability is the most crucial factors to influence respondents' selection of the services and to contribute the safety for customers.

Physical appearance concerns are prevalent among women in most countries including Thailand (Hayashi, Takimoto, Yoshita, and Yoshiike, 2006; Wardle, Haase, and Steptoe, 2006; Thianthai, 2006, 2008). The diversity of physical appearance-related concerns among Thai women may be in part related to region-specific phenotypic differences and people in the northeast tend to have wider faces, higher cheekbones, and flatter nose bridges compared to those in other regions (Hesse-Swain, 2006). Most Thais see the people of the Northeast (or Isaan) as unskilled, poorly educated farmers and not known for their good looks because a typical Issan native is short and dark-skinned with facial features that on noone's list of the features of beauty. Moreover, many families from Isaan, particularly those in rural areas, battle to make ends meet economically. In opposite sights for foreigners, especially for Europeans (or Westerners), they are interested in Isaan women (Rush, 2007; Rongmuang, Corte, McCreary, Park, Miller, and Gallo, 2011; Thailand Redcat Team, 2015). There various reasons to make Thai lady better than Western woman, for instance, she makes better housewife to cook really well, to really take care of her husband so much more than a Western lady, and to well know her place in making her husband smarter than her so she can follow him around. For Isaan women, they are interested in foreign men because most foreign men today are generally weak and ignorant when it comes to the opposite sex. Men who marry Isaan women and live with them in Thailand are looked down on as low class citizens by most Thais. White foreigners are considered more sophisticated and worldly than the average Thai that can also be considered to be richer – it is really fair while the northeastern Thai ladies

do not marry good Thai men because they want a foreign man. The best Thai women are those who had not even considered a foreigner but are impressed by a good foreign man when he comes along because he is just that, a good man. The worst type of Thai woman is the woman who wants a foreigner specifically and most of them are from Isaan (Thailand Redcat Team, 2015).

Spouse selection is the right of Isaan ladies to choose her husband-to-be but they must not do this all by themselves (Friedman, 2009), whereas the matchmaker gets involved by arranging for the prospective husband to look at the woman he wants to marry and may send a woman to the concerned wife-to-be so she can look at her and then describe her to the man who wants to marry her (Al-Ghazaalee cited in Friedman, 2009). The race has no taxonomic significance by pointing out that all living humans belong to the same species (Keita, Royal, Bonney, Furbert-Harris, Dunston, Rotimi, Kittles, 2004; AAPA, 1996). This may prove that successful marriage between northeastern single Thai ladies and Western men becomes more feasible even though both have distinguished traits from each other.

According to the above mentioned, the researcher noticed significance of the problems to choose studying about the matching services because marriage is very important to be closely related with social relationships and helps spread virtue and moral values in society while lack or delay thereof leads to the spread of vice and the disintegration of social ties. The cases on delay in marriage have become very common, and there are huge numbers of women who have remained single beyond the conventional age for marrying, hence the phenomenon of spinsterhood. This social problem urgently requires attention and an immediate solution (Majmoo' Fataawaa Wa Maqaalaat Ibn Baaz cited in Friedman, 2009). He determines a clear scope to only focus on northeastern single Thai ladies, themselves about their desire to marry with Western men and their attitudes and expectations toward matching services. The gathered outcomes are expected to be used to attract more northeastern single Thai ladies in using the services and to support more alternative base to create more motivations and options for Western men who can be considered as the interesting target group that have high financial potentials and have huge number to travel in Thailand according to the records of Ministry of Tourism and Sports (2013; 2014) to reveal that second top international tourists traveling to Thailand in 2013 and

2014 were Europeans with 6,305,945 tourists at 23.75 per cent of total international tourists and 6,156,132 tourists at 24.84 per cent of total international tourists respectively. Moreover, there were 1,884,950 European tourists to travel in Thailand during the first quarter of 2015 (Ministry of Tourism and Sports, 2015). However, this study does not cover those opinions of the Western men and any studies relating to the process how to operate the matchmaking services because of time constraints and concerning objectives of this study as the results of selection for the specific studying scope to concentrate on Thai ladies whose the behavior to let so many Westerners to travel to Thailand.

**1.2 Significance of the Study**

According to the message of Thailand Redcat Team (2015), a local lady from northeastern region of Thailand has arousing appeal to attract opposite sex, especially Western men. Because of various factors, she is trying to upgrade her standard of living. Having foreign husband becomes her aspiration but it may be impossible because of many limitations such as difference of culture and language. Therefore, she cannot look for anyone by herself even there is a support from advanced information technology. On the contrary, it may lead risks and harms to her. Optionally, matchmaking service plays significant roles to be a middle man to lead them meet each other. But, it is difficult to match them efficiently if a business doesn't have more ladies with various attributions or characteristics to be chosen. Western men tend to have high purchasing power and easily use the services while northeastern Thai ladies have feminine status who may take unacceptably inappropriate actions in using the services. Because of limitation of research timing, the researcher chooses to study the ladies' opinions about marriage with Western men and their attitudes and expectations toward matching services in order to adapt gathered outcomes to implement existing attractive factors in the suitable ways and to enhance further attraction for motivating use of the services more effectively and efficiently.

## 1.3 Research Questions

1. What make northeastern single Thai ladies desire to marry with Western men?

2. What are northeastern single Thai ladies' attitudes and expectations toward matching services?

## 1.4 Research Aims

To find key areas for a matchmaking service company to improve its business strategies for sustainable profitability and success.

## 1.5 Research Objectives

1. To investigate factors that attract northeastern single Thai ladies to marry with Western men.

2. To investigate northeastern single Thai ladies' attitudes and expectations toward matching services.

## 1.6 Scopes of the Study

### 1.6.1 Scope of contents

This study is qualitative research to study what attract northeastern single Thai ladies to marry with Western men and their attitudes and expectations toward matching services by using individual in-depth interview as the research instrument for primary data collection.

### 1.6.2 Scope of population and participants

Population and participants are northeastern single Thai ladies who have hometown in northeastern region; have minimum age of seventeen years old; desire to marry with a Western man; and wish to use the matchmaking service. To study with 12 interviewees who were born in northeastern provinces.

### 1.6.3 Scope of area

First option covers areas in Bangkok metropolitan.

### 1.6.4 Scope of time

The whole study is planned to consume six months during December 2014 till June 2015. Primary data collection is done in May 2015.

**1.7 Definitions of Term**

**Single lady** means a female who has not yet had romantic relationship with someone or partner; does not yet get married, and is divorced/ widowed.

**Northeastern lady** means a Thai female who has Northeastern native, called Isaan, both staying in her hometown and in Bangkok metropolitan.

**Western man** means a foreign man who has any European nationality and is interested in a Northern lady (Rush, 2007; Rongmuang et al, 2011; Thailand Redcat Team, 2015).

**Marriage** means a moving process and a living thing to create a good relationship (Aust, 2003; Wommack, 2015).

**Matchmaking service** means a contract between two parties whereby an attempt is made to mediate between parties to the marriage or to arrange a marriage (Bodner and Prelec, 2003; Bem, 1972).

# CHAPTER 2
# LITERATURE REVIEW

This chapter presents overall of literatures concerning the study's objectives related to factors that attract northeastern single Thai ladies to marry with Western men and their attitudes and expectations toward matching services. The mentioned contents cover the following issues.

2.1 Related concepts
2.1.1 Concepts of racial difference
2.1.2 Concepts about Thai ladies in northeastern region
2.1.3 Concepts about matchmaking services
2.2 Related theories
2.2.1 Theories for needs
2.2.2 Theories for love and marriage
2.2.3 Theories for difference
2.2.4 Theories for race
2.2.5 Theories of attitude and expectation
2.3 Related studies

## 2.1 Related concepts

### 2.1.1 Concepts of racial difference

Scientists around the world continue to conceptualize race in widely differing ways even though there is a broad scientific agreement that essentialist and typological conceptualizations of race are untenable (Lieberman, Kaszycka, Martinez, Yablonsky, Kirk, Strkalj, Wang, and Sun, 2004). According to psychologist Rowe (2005), self-report is the preferred method for racial classification in studies of racial differences because classification based on genetic markers alone ignore the cultural, behavioral, sociological, psychological, and epidemiological variables that distinguish racial groups and Tang, Quertermous, Rodriguez, Kardia, Zhu, Brown, Pankow, Province, Hunt, Boerwinkle, Schork, and Risch (2005) applied mathematical clustering techniques to sort genomic markers for over 3,600 people in the United

States and Taiwan into four groups. There was almost perfect agreement between cluster assignment and individuals' self-reports of racial/ ethnic identification as white, black, East Asian, or Latino (cited in Hunt and Carlson, 2007). Anthropologist, Brace (2005) and geneticist, Graves (2001) contradict the notion that cluster analysis and the correlation between self-reported race and genetic ancestry support biological race. They argue that this is true for almost all geographically distinct populations while it is possible to find biological and genetic variation corresponding roughly to the groupings normally defined as races. Transparently, different genes occur with different frequencies in different geographically defined populations, and by correlating a large amount of genes through cluster analysis it is probable to determine with high likelihood the geographic origins of an individual through DNA. This suggests to some that the classical socially defined genetic categories really have a biological basis. Kaplan (2011) also concludes that while differences can be used to identify populations that loosely correspond to the racial categories common in Western social discourse, the differences are of no more biological significance than the differences found between any human populations. And, Hunt (2010) agrees that racial categories are defined by social conventions, though he points out that they also correlate with clusters of both genetic traits and cultural traits.

Moreover, others in the scientific community suggest that the idea of race often is used in a naive (Lee, Mountain, Koenig, and Altman, 2008) or simplistic way (Graves, 2001), and argue that, race has no taxonomic significance by pointing out that all living humans belong to the same species (Keita et al. 2004; AAPA, 1996). This may prove that successful marriage between northeastern single Thai ladies and Western men becomes more feasible even though both have distinguished traits from each other.

To sum up, racial difference can be considered in many different ways but they are not crucial obstructions of marriage between northeastern single Thai ladies and Western men.

### 2.1.2 Concepts about Thai ladies in northeastern region

**Physical appearance characteristics**

Physical appearance concerns are prevalent among women in most countries including Thailand (Hayashi et al, 2006; Wardle, Haase, and Steptoe, 2006; Thianthai, 2006, 2008). These concerns often lead to negative affect and risky health behaviors, such as laxative, diet pill and diuretic use, self-induced vomiting, fasting, and medically unsafe forms of skin-whitening (Fuller, 2006; Jung and Lee, 2006). In Western cultures, physical appearance concerns in young women are tied predominantly to body weight and shape (Brown and Dittmar, 2005; Annis, Cash and Hrabosky, 2004) with some young women developing a core identity related to body weight and shape that contributes to negative affect (Corte and Stein, 2005) and disordered eating behaviors (Stein and Corte, 2007, 2008). Thai women also appear to be concerned with body weight and shape (Jennings, Forbes, McDermott, Hulse, and Juniper, 2006; Page and Suwanteerangkul, 2007). The diversity of physical appearance-related concerns among Thai women may be in part related to region-specific phenotypic differences. Thailand has four main geographic regions - north, northeast, central, and south. People in the north generally have lighter skin color than people in the south. In addition to skin tone, facial features also differ by region. People in the north tend to have almond eye shape because most of their ancestors emigrated from China, while people in the northeast tend to have wider faces, higher cheekbones, and flatter nose bridges compared to those in other regions (Hesse-Swain, 2006). Women in the central region like Bangkok internalize a thin ideal (Thianthai, 2006; Rush, 2007; Jennings et al., 2006; Rongmuang et al, 2011).

Cultural beauty norms in Thailand place value on thin bodies and other aspects of physical appearance such as light skin that can usually be considered as an indicator of wealth with higher social class and better education (Hesse-Swain, 2006) but Thai culture dark skin is representative of poverty and working class status (Buranasak, 2006; Aizura, 2009). Therefore, white skin tends to be viewed as more desirable than dark skin for Thai men. Most Thais see the people of the Northeast (or Isaan) as lazy, unskilled, poorly educated farmers whose purpose in life is to do the jobs that nobody else wants to do. The people of Isaan are not known for their good looks. A typical Issan native is short and dark-skinned with facial features that on no one’s list of the features of beauty. Grant they may be in good shape physically if they have worked in the fields with very low body fat and a lean appearance. It is unfortunate that many families from Isaan, particularly those in rural areas, battle to

make ends meet economically. Conversely, foreigners, especially for Europeans (or Westerners), are interested in Isaan women. An absence of the nurturing personality that is so prevalent in Thailand. The feeling that this is lacking in the West reinforces the impact it has when interacting with Thai ladies (Rush, 2007; Rongmuang et al, 2011; Thailand Redcat Team, 2015). This can witness the difference in attitudes in the Land of Smiles. The behavior of Thai ladies lets so many Westerners to travel to Thailand in accordance with the records of Ministry of Tourism and Sports (2013; 2014) to reveal that second top international tourists traveling to Thailand in 2013 and 2014 were Europeans with 6,305,945 tourists at 23.75 per cent of total international tourists and 6,156,132 tourists at 24.84 per cent of total international tourists respectively, regarding the table 2.1.

And, the statistics of January-March 2015 also guarantee its rank to be unchanged with range for proportion of total international tourists between 21.26% - 27.40% regarding the table 2.2 (Ministry of Tourism and Sports, 2015).

**Table 2.1** International tourist arrivals to Thailand by nationality in 2013-2014

| Nationality | 2014 | | 2013 | |
|---|---|---|---|---|
| | Number | Share (%) | Number | Share (%) |
| East Asia | 14,561,527 | 58.76 | 15,911,375 | 59.94 |
| Europe | 6,156,132 | 24.84 | 6,305,945 | 23.75 |
| South Asia | 1,251,558 | 5.06 | 1,347,585 | 5.08 |
| The Americas | 1,104,714 | 4.46 | 1,166,633 | 4.39 |
| Oceania | 947,242 | 3.82 | 1,021,936 | 3.85 |
| Middle East | 593,000 | 2.39 | 630,243 | 2.37 |
| Africa | 165,595 | 0.67 | 163,008 | 0.61 |
| Total | 24,779,768 | 100 | 26,546,725 | 100 |

**Source:** Ministry of Tourism and Sports, 2014: Online

**Table 2.2** International tourist arrivals to Thailand by nationality in first quarter of 2015

| Nationality | March | | February | | January | |
|---|---|---|---|---|---|---|
| | Number | Share (%) | Number | Share (%) | Number | Share (%) |
| East Asia | 1,639,363 | 64.73 | 1,761,299 | 65.49 | 1,545,683 | 58.23 |
| Europe | 538,489 | 21.26 | 618,999 | 23.02 | 727,462 | 27.40 |
| The Americas | 109,551 | 4.33 | 107,795 | 4.01 | 122,714 | 4.62 |
| South Asia | 106,218 | 4.19 | 93,539 | 3.48 | 109,440 | 4.12 |
| Oceania | 68,493 | 2.70 | 57,844 | 2.15 | 81,965 | 3.09 |
| Middle East | 57,815 | 2.28 | 41,320 | 1.54 | 55,521 | 2.09 |
| Africa | 12,671 | 0.50 | 8,696 | 0.32 | 11,849 | 0.45 |
| Total | 2,532,600 | 100.00 | 2,689,492 | 100.00 | 2,654,634 | 100.00 |

**Source:** Ministry of Tourism and Sports, 2015: Online

**Comparisons of Thai and Western ladies**

In general, Thai ladies are better than Western women because of various reasons. Most Thai ladies are thinner. It is a fact that the western world has the highest percentage of really fat women. Thai ladies are more agreeable because they are more subservient and are more likely to go along with whatever a man wants to do in order for the guy to be happy. They make better housewives to cook really well and to really take care of their husband so much more than a Western lady. Also, they have a better attitude with a nicer smile and know their place is to have someone who is smarter than them so they can follow him around (Thailand Redcat Team, 2015).

An Isaan woman might be prepared to put up with him where a Western woman would not. Western women can see through the types of Western men who frequent Thailand but Isaan women cannot. They just do not have the frames of reference for comparison. Isaan women promise the earth and many a Westerner marrying his Isaan sweetheart thinks that he will be her first priority. Wrong! Her parents come first, followed by any children she may have. The best a foreigner can hope for is to come third, and even then he might be in competition with other

members of her family, her friends or in a worst case scenario with her gambling friends (Thailand Redcat Team, 2015).

**Marriage with a Western man**

Isaan women are interested in foreign men because most foreign men today are generally weak and ignorant when it comes to the opposite sex. Foreign men get walked all over by women in their own country and if a woman so much as smiles at them he is in love. Most foreign men have not discovered that many of the decent women in Thailand can be met, no problem at all (Thailand Redcat Team, 2015).

Thai women want a good man. The truth is that most foreigners in Thailand are not good men at all. And, marriage to an Isaan woman is the start of a nightmare period in the life of the foreign man. Once married, with the ring on her finger and the dowry deposited into her parents' bank account, his Isaan wife can forget about all of the promises previously made and can now concentrate on doing as little as possible while extracting as much as she can out of him, be it financial resources, time, love, devotion or advice (Thailand Redcat Team, 2015).

Men who marry Isaan women and live with them in Thailand are looked down on as low class citizens by most Thais. White foreigners are considered more sophisticated and worldly than the average Thai that can also be considered to be richer. These assumptions are fair. A Western man with a low class woman from Isaan will lose the automatic respect he had just for having white skin (Thailand Redcat Team, 2015).

Isaan women want a foreign man and they are not much concerned about anything else. They do not marry good Thai men because they want a foreign man. The best Thai women are those who had not even considered a foreigner but are impressed by a good foreign man when he comes along because he is just that, a good man. The worst type of Thai woman is the woman who wants a foreigner specifically and most of them are from Isaan (Thailand Redcat Team, 2015).

As reviewed, northeastern Thai or Isaan ladies become more attractive than Western women in sight of Western men because of various unique factors according to Thai beings.

### 2.1.3 Concepts about matchmaking services

Spouse selection is the right of everyone who intends to get married in addition to that of the woman's guardian. The woman's guardian must do his best to choose the best husband possible for her. The guardian will have deeply wronged her if he marries her off to someone who is not suitable as a husband. Taking precautions when doing so is one of the woman's most important rights, for the woman generally needs someone to stand by her side and the husband can divorce his wife anyway. The woman has the right to choose her husband-to-be, but she must not do this all by herself, for marriage joins two families and thus it is only natural that the family has an opinion in this respect (Friedman, 2009).

Engagement, which is an initial agreement and a promise to marry, may be initiated by the person who himself wants to get married or by a matchmaker who tries to arrange the marriage by approaching the guardian of the woman whom one wants to marry. Thus, it becomes clear that matchmaking is closely related to these matters. The matchmaker, or marriage intermediary, gets involved in spousal selection and may play a role in selecting the wife-to-be or agree to the marriage. He also gets involved in the engagement process and asks for the woman's hand in marriage on behalf of the suitor. According to traditional methods, this generally takes place according to traditional methods when the suitor sends a man to the woman's guardian to inform him that the suitor would like to marry the woman under his charge. Also, he gets involved by arranging for the prospective husband to look at the woman he wants to marry and may send a woman to the concerned wife-to-be so she can look at her and then describe her to the man who wants to marry her (Al-Ghazaalee cited in Friedman, 2009).

Marriage is very important to be closely related with social relationships and helps spread virtue and moral values in society while lack or delay thereof leads to the spread of vice and the disintegration of social ties. The cases on delay in marriage have become very common, and there are huge numbers of women who have remained single beyond the conventional age for marrying, hence the phenomenon of spinsterhood. This social problem urgently requires attention and an immediate solution (Majmoo' Fataawaa Wa Maqaalaat Ibn Baaz cited in Friedman, 2009). At some points, most people have made matches between others from introducing

strangers at a party to brokering romantic connections while social networking websites increasingly make brokering such introductions as effortless as a few clicks of a mouse. A great deal of evidence suggests that people enjoy connecting themselves to others and that such connections are associated with well-being. Humans spend some 80% of their waking hours in the company of others (Kahneman et al, 2004; Emler, 1994). Social relationships not only impact objective but also subjective well-being (Andrews, Tennant, Hewson, and Vaillant, 1978; Henderson, 1980; Miller and Ingham, 1976), such that having a rich network of close family and friends correlates with psychological well-being (Fleeson, Malanos and Achille, 2002; Diener and Seligman, 2002). However, the right matching becomes difficult. Alternatively, the occupation of mediation for matchmaking or marriage purposes is not very different from other types of mediation, and it falls into different categories with various forms. Dual mediation involves not only showing a person their perfect match but also following up the process until an agreement is reached (Ad-Dosaree, 2014).

Matchmaking service may be defined as a contract between two parties whereby an attempt is made to mediate between parties to the marriage or to arrange a marriage, with or without a certain fee to be paid to the mediator. It explores the emotional benefits of making matches between two other people. Introducing unacquainted individuals may allow matchmakers to signal positive traits such as social acumen and intelligence to themselves (Bodner and Prelec, 2003; Bem, 1972). This concept of agency here to conclude the marriage is not included. In other words, the mediator does not conclude the contract on behalf of any of the parties to the marriage contract (Ad-Dosaree, 2014).

Globally, Marketdata Enterprises, Inc. (2012) reported that the total United States dating services market increased by 2.9% in 2009 and by 2% in 2010 due to the economic recession. However, it increased by 4.2% in 2011 with the worth of $2.14 billion. It forecasted its 4.7% annual growth to $2.54 billion by 2015 and estimated that at least 1,800 independent matchmakers operate in the United States and about 2,600+ worldwide to generate grossing about $200,000 per year each. Their numbers are rising, as this is an easy business to enter without license requirement but with little investment capital and a profit margin as high as 76% of sales. There are

approximately 250 physical offices run by off-line dating service chains or franchises. This is an evidence of matchmaking and online dating to become large attractive business.

In Thailand, there are many matching service providers in forms of various business both personal as sole proprietorship and juristic person as partnership and corporation (Sakaeo Community College, 2015). They provide the services classified into three type groups, including "Web matching" - it is online matching service that any users are requested to make registration for accepting policy and regulation and also providing primarily personal data used for search purpose. The user as a member can look for and communicate with others via either chat room or email as major instrument in creating relationship. Limitations of this service type involve lack of reliable profiles that are not investigated since the service providers are considered as an informational mediator to not have participating roles for relationship among the members; "Matchmaker" - this service consists of interaction between the service provider and the users since personal profile has been proved while the service provider works as a counselor and makes suitable dating appointment. Progress has been followed up in order to provide a feedback; and "Speed date" - this service is to arrange a party or an event that a group member can meet each other. All members will be invited to participate in various activities or games that help them to know others better. Of course, matching test has been done to support appropriate couple matching and their relationship will be developed after that (Polpukdee, 2009: 23-27).

There are various factors to contribute success for the business. Refer to the study findings of Intage (Thailand) Co.,Ltd (2013), reliability is the most crucial factors influencing respondents' selection of the services and majority of them had neutral opinions toward four factors, including the service provides good opportunity; the service becomes reliable; the service becomes worthy; and the service is socially accepted, whereas agreed with the service helps to look for a partner easier and it saves time. It means that its worthiness is considered as the least priority factor at 2% according the table 2.3 although they do not agree with it with the lowest average level of 2.75 according the table 2.4. It implies that the customers are willing to pay more if the matchmaker is reliable and offers services as their needs. Consequently,

several matchmakers have adapted screening and selection process to be more meticulous, as to increase their reliability and quality for the safety of their customers.

**Table 2.3** Factors influencing selection of matchmaking services

| Relating factors | Per cent |
|---|---|
| Reliability | 61 |
| Service matching with needs | 16 |
| Variety o services | 7 |
| Attractive advertisement or promotion | 6 |
| Recommendations by person(s) | 4 |
| Popularity | 3 |
| Service quality | 2 |
| Others | 1 |
| Total | 100 |

**Source:** Intage (Thailand) Co.,Ltd., 2013

**Table 2.4** Opinions towards matchmaking services

| Issues | Levels of opinions | | | | | |
|---|---|---|---|---|---|---|
| | Extremely agree | Agree | Neutral | Disagree | Totally disagree | Average* |
| To provide good opportunity | 8 | 21 | 52 | 13 | 6 | 3.15 |
| To be reliable | 2 | 21 | 53 | 17 | 7 | 2.94 |
| To be worthy | 2 | 15 | 49 | 23 | 11 | 2.75 |
| To have a partner easier | 17 | 42 | 31 | 6 | 4 | 3.63 |
| To save time | 10 | 42 | 33 | 9 | 6 | 3.41 |
| To be acceptable by the society | 9 | 17 | 50 | 17 | 7 | 3.06 |

Remarks: Levels of opinions are in range of 1-5.*

**Source:** Intage (Thailand) Co.,Ltd., 2013

To sum up, matchmaking becomes popularly alternative service for both northeastern Thai ladies and Western men to provide their opportunity to meet appropriate spouse as possible

## 2.2 Related Theories

### 2.2.1 Theories for needs

This study has focused scope to only study northeastern single Thai ladies' opinions about their desirable marriage with a Western man and their attitudes and expectations toward matching services as their alternative means. It drives them to search means to respond their needs as much appropriate as possible. This is the main reason why theory of need deserves to be related while one of the most popular needs theories is Abraham Maslow's hierarchy of needs. Maslow (1943; 1954) stated that people possess a set of motivation systems unrelated to rewards or unconscious desires and they are motivated to achieve certain needs. The earliest and most widespread version of Maslow's hierarchy of needs includes five motivational needs. This five stage model can be divided into basic or deficiency needs and growth needs.

The most fundamental and basic four layers of the hierarchy of needs are deficiency needs or d-needs: esteem, belongingness and love, safety/ security, and physiological needs (Goble, 1970). The human mind and brain are complex and have parallel processes running at the same time, thus many different motivations from various levels of Maslow's hierarchy can occur at the same time (Maslow, 1954). Within the deficiency needs, each lower need must be met before moving to the next higher level. In other words, the hierarchy suggests that people are motivated to fulfill basic needs before moving on to other, more advanced needs. An individual is ready to act upon the growth needs if the deficiency needs are met (Huitt, 2007).

1. Physiological needs

Physiological needs are the physical requirements for human survival. They are thought to be the most important to be met first. Human body cannot function properly and will ultimately fail if these needs are not met. Sexual competition may also shape said instinct while maintaining an adequate birth rate shapes the intensity of the human sexual instinct (Maslow, 1943).

2. Safety needs

Individual's safety needs take precedence and dominate behavior when all physiological needs are satisfied and are no longer controlling thoughts and behaviors. In the absence of physical safety, people may experience post-traumatic stress disorder or transgenerational trauma. This level is more likely to be found in children because they generally have a greater need to feel safe. Safety and security needs include personal security, financial security, health and well-being, and safety net against accidents/ illness and their adverse impacts (Maslow, 1954).

3. Needs for belongingness and love

The third level of human needs is interpersonal and involves feelings of belongingness after physiological and safety needs are fulfilled. People seek to overcome feelings of loneliness and alienation to involve both giving and receiving love, affection and the sense of belonging. Deficiencies within this level of Maslow's hierarchy can impact the individual's ability to form and maintain emotionally significant relationships in general, such as friendship, intimacy, and family. This need for belonging may overcome the physiological and security needs, depending on the strength of the peer pressure (Jerome, 2013).

4. Needs for esteem

The needs for esteem can become dominant when the first three classes of needs are satisfied. These involve needs for both self-esteem and self-respect or the esteem a person gets from others. Esteem presents the typical human desire to be accepted and valued by others. People feel self-confident and valuable as a person in the world when these needs are satisfied. On the contrary, they feel inferior, weak, helpless and worthless when these needs are frustrated. Low self-esteem or an inferiority complex may result from imbalances during this level in the hierarchy and psychological imbalances such as depression can hinder the person from obtaining a higher level of self-esteem or self-respect (Maslow, 1943; 1954).

5. Needs for self-actualization

The needs for self-actualization activated when all of the foregoing needs are satisfied. This level of need refers to what a person's full potential is and the realization of that potential and it is the desire to accomplish everything that one can, to become the most that one can be (Maslow, 1996). These needs make to feel in

signs of restlessness. It is very easy to know what the person is restless about if he or she is hungry, unsafe, not loved or accepted, or lacking self-esteem but.it is not always clear what the person wants when there is a need for self-actualization. The person must not only achieve the previous needs but master them to understanding this level of need (Jerome, 2013).

Practically, this hierarchy is only approximate because physiologically needs fully are not needed to be satisfied before going on to seeking higher needs according to the survey results of Tay and Diener (2011) to find that people can be living in hazardous poverty and yet still derive much satisfaction from having social needs fulfilled.

### 2.2.2 Theories for love and marriage

**The triangular theory of love**

Sternberg (1986; 1987; 1988) describes types of love are based on three components:

1. Intimacy

It refers to the feelings of attachment, closeness, typified by sharing secrets.

2. Passion

It refers to the feelings of sexual and romantic attraction.

3. Commitment

It refers to willingness in the short-term to create and maintain a relationship and long-term plans to sustain the relationship.

It explains the topic of love in an interpersonal relationship based on a single element is less likely to survive than one based on two or more. Different stages and types of love can be explained as different combinations of these three elements.

1. Nonlove

It refers simply to the absence of all three components of love. Nonlove characterizes the large majority of personal relationships, which are simply casual interactions.

2. Liking/ friendship love

It refers to the set of feelings one experiences in relationships that can truly be characterized as friendship. One feels closeness, bondedness, and warmth toward the other, without feelings of intense passion or long-term commitment.

3. Infatuated love:

It results from the experiencing of passionate arousal in the absence of intimacy and commitment.

4. Empty love

It is characterized by commitment without intimacy and passion. A stronger love may deteriorate into empty love. In an arranged marriage, the spouses' relationship may begin as empty love and develop into another form.

5. Romantic love

It derives from a combination of the intimate and passionate components of love. Romantic lovers are not only drawn physically to each other but are also bonded emotionally both intimately and passionately, but without sustaining commitment.

6. Companionate love

It is an intimate, non-passionate type of love that is stronger than friendship because of the element of long-term commitment. This type of love is observed in long-term marriages where passion is no longer present but where a deep affection and commitment remain. The love ideally shared between family members is a form of companionate love, as is the love between close friends who have a platonic but strong friendship.

7. Fatuous love

It can be exemplified by a whirlwind courtship and marriage and a commitment is made on the basis of passion without the stabilizing influence of intimate involvement.

8. Consummate love

It is the complete form of love, representing an ideal relationship toward which people strive. Consummate love is theorized to be that love associated with the perfect couple.

The balance among Sternberg's three aspects of love is likely to shift through the course of a relationship. A strong dose of all three components found in consummate love typifies an ideal relationship. However time alone does not cause

intimacy, passion, and commitment to occur and grow. Knowing about these components of love may help couples avoid pitfalls in their relationship, work on the areas that need improvement or help them recognize when it might be time for a relationship to come to an end.

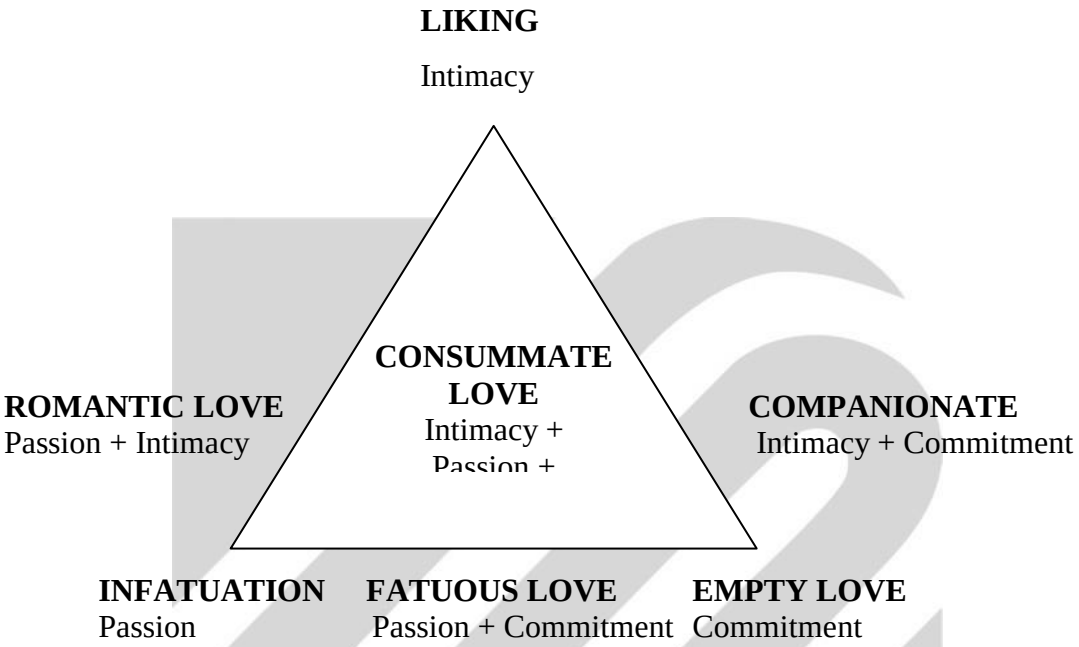


**Figure 2.1** The triangular theory of love

**Source**: Sternberg, 1988

**Marriage in theoretical perspective**

1. Structural functional theory

Structural Functionalism, or simply functionalism, is a sociological theory that attempts to explain why society functions the way it does by focusing on the relationships between the various social institutions that make up society as a whole in terms of the function of its constituent elements namely norms, customs, traditions, and institutions. This approach looks at both social structure and social functions. In other words, the functionalist perspective examines how the family is related to other parts of society, especially how it contributes to the well-being of society to ensure that people look outside the family for marriage partners (Macionis, 2010; Urry, 2000).

2. Social conflict theory

The conflict perspective focuses on the inequalities within the institution of the family and marriage, particularly as they relate to the subservience of women. Factors such as race, sex, class, and age are linked to social inequality (Skocpol, 1980).

3. Symbolic interaction theory

Symbolic interactionism is a major framework of sociological theory. This perspective relies on the symbolic meaning that people develop and rely upon in the process of social interaction. Symbolic interaction theory analyzes society by addressing the subjective meanings that people impose on objects, events, and behaviors. Subjective meanings are given primacy because it is believed that people behave based on what they believe and not just on what is objectively true. Thus, society is thought to be socially constructed through human interpretation. People interpret one another's behavior and it is these interpretations that form meanings for individuals and the social bond. And, symbolic interactionists examine how contrasting experiences between men and women play out in marriage (Anderson and Taylor, 2009; Blumer, 1969).

4. Theory of pheomeonology or ethnomethedology

Ethnomethodology is a method for understanding the social orders people use to make sense of the world through analyzing their accounts and descriptions of their day-to-day experiences (Karamjit, 1996). Ethnomethodology is a descriptive discipline and does not engage in the explanation or evaluation of the particular social order undertaken as a topic of study (Wes, Bob and Anderson, 1986). As a method, it is used in ethnographic studies to describe people's methods that they use in everyday situations (Randall and Michael, 1978).

To sum up, love has various types to depend on different levels of unconsciousness that is always the enemy and consciousness that is always the solution that is awareness, acceptance, and expression while theoretical marriage relates to social and interactive matters.

**2.2.3 Theories for difference**

Difference theory examines the differences in cross-cultural communication. Male and female genders are often presented as being two separate cultures while

difference theory deals with cross-gender communication. This theory is often compared with dominance theory and deficit theory, and together with the more contemporary dynamic theory they make up four of the theories most widely referred to and compared in the study of language and gender (Talbot, 1998: 130-133; Coates, 1986: 12-13).

To sum up, difference provides many problems and becomes threats of marriage success, especially difference in gender and race between northeastern single Thai ladies and Western men.

**2.2.4 Theories for race**

Race theory can be summarized as a framework from which to explore and examine the racism in society that privileges whiteness as it disadvantages others because of their blackness. It has also been described as a hybrid discipline as it draws from a number of necessarily relevant disciplines to incorporate a transdisciplinary approach to the development of theory and praxis in relation to racism in society (Stovall 2005).

A convincing racial theory must address the persistence of racial classification and stratification officially committed to racial equality and multiculturalism. The present moment is one of increasing globalization and postcoloniality. It is a time when most national societies, and the world as a whole, are acknowledged to be racially multipolar, and when hybridity is frequently recognized as a key feature of racial identity.

The racial formation approach views the meaning of race and the content of racial identities as unstable and politically contested; understands racial formation as the intersection/conflict of racial projects that combine representational/discursive elements with structural/institutional ones; and sees these intersections as iterative sequences of interpretations of the meaning of race that are open to many types of agency, from the individual to the organizational, from the local to the global. The racial formation perspective at least suggests some directions in which such a theory should be pursued. It is possible to glimpse a pattern in present global racial dynamics by employing a racial formation perspective (Winant, 2000).

To sum up, diversity of meanings attribute of northeastern single Thai ladies and Western men to their racial-ethnic centrality as well as the many commonalities among them across gender and racial-ethnic groups.

**2.2.5 Theories of attitude and expectation**

Attitudes are evaluations of an object that have cognitive, affective, and behavioral components. Cognitive component refers to the beliefs, thoughts, and attributes associated with an object because a person's attitude might be based on the positive and negative attributes they associate with the object. Affective component refers to a person's feelings or emotions linked to an attitude object. And, behavioral component refers to past behaviors or experiences regarding an attitude object - it means the idea that a person might infer their attitudes from their previous actions.

The theory of attitude evaluation suggests that attitude can be measured in two different ways - Explicit and implicit measures. Explicit measure are attitudes at the conscious level, that are deliberately formed and easy to self-report and implicit measures are attitudes that are at an unconscious level, that are involuntarily formed and are most likely to affect behavior when the demands are steep and a person feels stressed or distracted. Both explicit and implicit attitudes can shape their behavior (Wells, 2015).

Expectancy theory is about the mental processes regarding choice, or choosing and proposes that a person decides to behave or act in a certain way because they are motivated to select a specific behavior over other behaviors due to what they expect the outcome of that selected behavior will be. The cognitive process as the core of the theory suggests motivated actions done before making the ultimate choice because the outcome is not the sole determining factor in making the decision (Oliver, 1974; Porter and Lawler, 1968; Vroom, 1964).

To sum up, Attitude can be defined as a tendency to react favorably, neutrally, or unfavorably toward a particular class of stimuli while expectancy theory explains the processes that an individual undergoes to make choices.

**2.3 Related studies**

Siriratrungrueng (2005) studied “self and self-presentation of women in mate-finding websites” to reveal that creating forms and contents to present the self was a great deal and tried to make afford on that in period of time to make as express themselves clearly and to show other members their real needs. The study also found that the women self and the women self-presentation in the websites of mate-finding were quite varieties as some indicated the true self but some indicated unrealistic self. From this study found nowadays women also have right to choose men and more aggressive than ever been in the previous generation.

Chuanwan (2005) studied “living arrangements of unmarried elderly women in Thailand” to reveal that referring from forty years until now the trend of late marriage was increasing and ratio of being single was higher, permanent being single has increase more number, and for elderly living condition factor was found out that most of them stay with other people like their relative. For the reason for those single ladies was not married because freedom life style prefer, not ever met right man, not so confidence in the married life and too strict in family life and beyond than that this research also found out that economy situation also affect as a factor for more single elderly women.

Polpukdee (2009) studied “internet users’ attitudes and expectations with matchmaking services business to reveal that 84 per cent already know about matchmaking service business. The most popular type of matching services was by web matching method but those experience ones who asked for more information by visiting website or via phone called was only 25.9 per cent. The level of emotional was in the moderate level for this kind of matchmaking service business. Academic and knowledge related to the source of information, and different gender has different feeling, male was more afraid to access this type of services, and occupation and salary income were affected in the marketing mix on behavior expectation.

Pattaranitivatee (2010) studied “opinion of single Thais in Bangkok on matchmaking companies” to reveal that neutral opinion as most of them never had an idea to use this kind of matchmaking service before because they believe that they can find boyfriend or girlfriend by themselves but compare to other types of services like

on-line dating, speed dating, they more prefer to use this type of service as matchmaking service in-term of creditability and effectiveness.

Intage (Thailand) Co.,Ltd. (2013) conducted a qualitative survey for in-depth interview and a quantitative survey with 10 and 20 single respondents are between 25-49 years old in Bangkok respectively to reveal that the unmarried feel that it is difficult to find a partner because of various factors including few opportunities to meet the right one as most of their time is dedicated to work and people surrounding them are usually the same ones. Age is a crucial factor - the older one finds a partner more difficult as results that their accumulated experience makes them more selective. For the quantitative research, it showed that 84% of the respondents want to marry, and wish to do so in age range between 35-40 years old.

Anik and Norton (2014) studied “matchmaking promotes happiness” to reveal that matchmakers habitually connect others in their everyday lives to have higher well-being. And, they pit the rewarding nature of matchmaking against another kind of reward—money—and explore whether paying people to make matches between others crowds out their inherent desire to create connections.

**Summary of previous studies**

According to the above six studies relating to mate-finding and matchmaking services, the researcher ensures to be able to use them as reference and support the findings for this study.

# CHAPTER 3
# RESEARCH METHODOLOGY

This chapter presents research methodology designed to use in this study that covers the following issues:

3.1 Research philosophy
3.2 Research approach
3.3 Research strategy
3.4 Research instrument
3.5 Population and participants
3.6 Data collection
3.7 Data analysis technique

## 3.1 Research philosophy - interpretivist paradigm

The various research paradigms have different criteria for ontology and epistemology to apply methodology and to maintain quality standards that help the researchers to monitor the process of research construction (Guba and Lincoln, 1989). Ontological assumptions refer to the nature of the world and the human being in social contexts and epistemology refers to the ways knowledge is acquired. These involve the inclusion of assumptions of seeing the world (Bryman 2001; Willis 2007).

There are two main basic research paradigms – positivism and interpretivism. The positivist paradigm becomes objective to be very structured and clear in order to find the truth within controlled conditions suitable for a quantitative research. However, an inherent weakness of this paradigm is that it uses logical reasoning and provides explanations with certain generalisations that are normally difficult to construct but cannot investigate all phenomena in interracial marriage and matchmaking service particularly regarding thoughts, feelings, motivation, attitudes, and expectations (Anderson and Arsenault, 1998: 5). Transparently, it is difficult to control the results in natural phenomena because a result is not strictly limited in influence by one specific factor. Another is interpretivist paradigm that studies individuals with their many characteristics, different human behaviours, attitudes, and opinions or expectations (Cohen, Manion and Morrison, 2000) and gives

opportunities to seek understanding of meanings, reasons, and insight human action and make sense of others' perspectives which are shaped by the philosophy of social constructions (Bryman, 2001; Taylor, 2008). It helps the researcher to acquire deep knowledge about northeastern single Thai ladies' opinions toward getting married with Western men and attitudes and expectations toward matchmaking services by investigating the phenomena of the world and human in many ways (Taylor, 2008). This is the reason why the researcher selects interpretivist paradigm to be studied. However, there will be a limitation from its subjectivity that leads to relatively complex analysis and interpretation for objective as a result that the same observation cannot be concluded the same in different researches.

### 3.2 Research approach - inductive approach

In research, there are the two broad methods of reasoning to be referred as the deductive and inductive approaches. A deductive approach informally called a "top-down" approach develops hypotheses based on existing theory to lead to a new hypothesis (Beiske, 2007). This hypothesis is put to the test by confronting it with observations that either lead to a confirmation or a rejection of the hypothesis (Snieder and Larner, 2009: 16). Deductive reasoning works from the more general to the more specific and its conclusion follows logically from premises or propositions (Gulati, 2009: 42; Pelissier, 2007: 3), whereas inductive reasoning is the opposite, moving from specific observations to broader generalizations and theories (Burney, 2015). Inductive approach informally called a "bottom up" approach begins from the observations and theories are formulated towards the end of the research (Goddard and Melville, 2004) and inductive research involves the search for pattern from observation and the development of explanations or theories for those patterns through series of hypotheses (Bernard, 2006). However, it involves a degree of uncertainty and its conclusion is likely based on premises (Burney, 2015). In this study, the researcher decides to select inductive approach to gather high intensity of broad meaning observations relating to getting married with Western men and matching services from individual attributes useful for qualitative comparative analysis through a process-oriented.

According to the literature reviewed in chapter 2, Westerners are interested in Isaan women even they have good looks in sight of most Thais (Rush, 2007; Rongmuang et al, 2011; Thailand Redcat Team, 2015). Based on the right of women in choosing their husband-to-be (Friedman, 2009), they wish to marry with a Western man, what will be their selection criteria classified into two groups – internal and external factors. Therefore, the first conceptual framework has been designed to be studied about their influence or relationship in responding the first objective. Of course, internal factors consist of individual characteristics of the male Westerners, including age, appearance, education background, career, and financial status and external factors as stimuli outside them consist of family, economy, culture, and language.

In theories, attitude can be measured in two different ways - explicit and implicit measures to be able to shape behavior of Isaan women while implicit measures are attitudes at an unconscious level most likely to affect the behavior (Wells, 2015). For expectation, it is about the mental processes that Isaan women decide to choose the matching service due to what they expect the outcomes that are affected with various factors (Oliver, 1974; Porter and Lawler, 1968; Vroom, 1964). Therefore, the second conceptual framework has been proposed to study the relationship of their attitudes and expectations with the service to respond another objective.

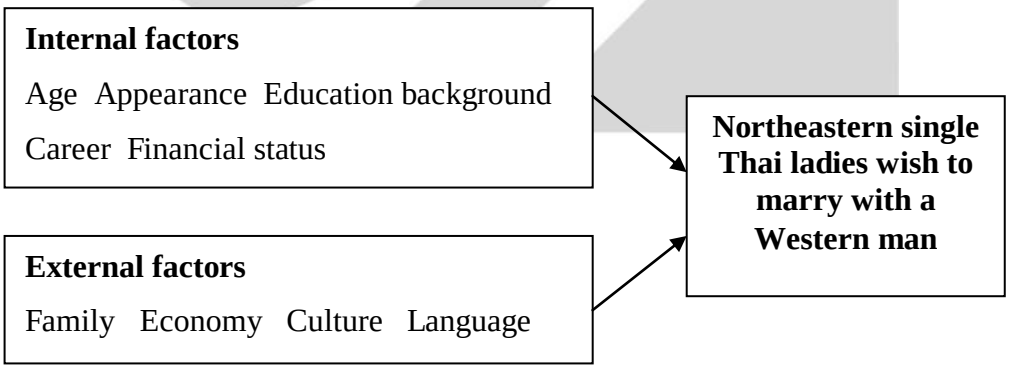


**Figure 3.1** Conceptual Framework 1

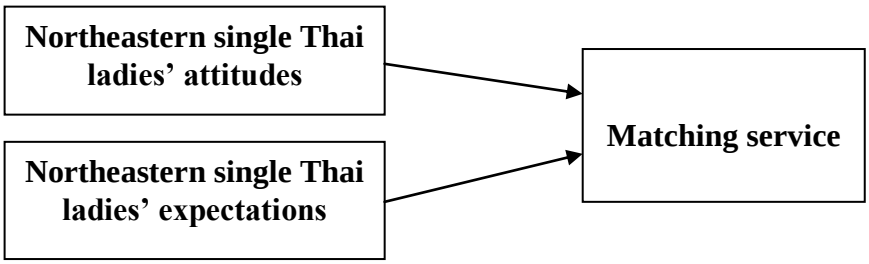


**Figure 3.2** Conceptual Framework 2

### 3.3 Research strategy - qualitative strategy

Research strategies can be either quantitative or qualitative (Bryman, 2001). Quantitative research provides accuracy to a set of observations and test the theory by using numerical measurements wherein the finding would either confirm or reject the theory (Creswell, 1994), whereas the findings of qualitative research are often simplified from the data rather than using data to prove or disprove a given theory (Robson, Pemberton and McGrane, 2008). In other words, qualitative research method takes into account a subjective view of individuals and understanding of individual interpretations (Collis and Hussey, 2003). It tends to be better at describing situations, individuals or circumstances comparing with quantitative approach. Corresponding to the subjective nature of the research and taking into account the fact that quantitative approach may limit the interpretative aspect of the study. Therefore, qualitative strategy is recommended to match with the selected interpretivist paradigm and inductive approach that are more applicable for this research study in order to yield more appropriate results.

### 3.4 Research instrument

The researcher chooses individual in-depth interview as a data-collection instrument. In individual in-depth interview, the researcher can create informally friendly environment and female interviewee feels free to explode her personal attitude, emotions, and behavior to get usefully deep data (Azzara, 2010).

#### 3.4.1 Structure of interview form

Among three main interview types on basis of types of question, structured interviews or closed-ended interviews consist of necessary rigid set of questions

already prepared to ask the interviewee (Gill and Johnson, 2002). This permits the researcher to easily analyze the response the response but provides low social interaction between interviewer and interviewee and also constrain possibility in gaining other potentially useful information (Sauders, Lewis and Thornhill, 2009). Secondly, the unstructured interviews consist of open-ended questions with flexible approach to be used for gathering the natural responses from interviewee (Klenke, 2008). Its advantage is flexibility and responsiveness but there will be complicated analysis. And, the last one is semi-structured interviews that the participators are not only expected to reply the questions posted by the interviewer but it also encourages them to exchange ideas, give suggestions and provide other relevant perceived useful information. Even this type of interview may face difficult analysis, interviewer and interviewee become flexible to discuss the questions as appropriated. Therefore, the researcher selects the semi-structured interview as the instrument of this study to consist of two parts that consist of all open-ended questions (7 questions each) to provide flexibility to the researcher in asking deeper issues. A set of interview form has detailed structure as follows:

**3.4.1.1 Opinions about marriage with a Western man**

1. Did you ever have foreign boyfriend (s) who had European nationality? Which his (their) nationality was? How long did your have him (them)? What was your relationship level – getting married and/ or having a child? And, how did you feel about him (them) when comparing with Thai boyfriend?

2. Did you wish to have a European boyfriend? Which nationality did you prefer? Why? And, did you wish to stay in your husband's country if you got married?

3. How were these characteristics of a European boyfriend – age, appearance, educational background, career, and financial status - significant for you?

4. How was about marital and child commitment of your European boyfriend?

5. How were these externally environmental factors – family, economic, culture, and language - significant for you to have a European boyfriend?

6. What were northeastern Thai ladies' characteristics to attract European men in your opinions?

7. What were your expectations from European boyfriend?

**3.4.1.2 Opinions about attitudes and expectations toward matchmaking services business**

1. Did you ever know and use the matchmaking service? Or, did you wish to use it? Why?

2. What did your reasons in using the matchmaking service in replace of searching a boyfriend by yourself?

3. What were the significant factors used to make your decision in choosing the matchmaking service?

4. What were the factors make you not use the matchmaking service?

5. What were your expectations from the matchmaking service in case that you had a chance to use it?

6. What were your opinions about operations of the matchmaking in Thailand?

7. What were your recommendations to support achievement of the matchmaking operations in your opinions?

**3.4.2 Construction of interview form**

There are three main steps to effectively construct interview form as follows:

1. The researcher utilizes the information extracted from literature review from various types of updated and reliable sources, including research reports, textbooks and online articles and six relating studies in order to be used for construction of the interview form that cover all objectives to be studied, for instance, concepts of racial difference (Kaplan 2011; Hunt, 2010) and theories of attitude (Wells, 2015) and of expectation (Oliver, 1974; Porter and Lawler, 1968; Vroom, 1964).

2. The researcher asks an advisor to investigate the constructed interview form in order to provide feedback and then do an adjustment to get the most appropriate research instrument.

3. Because the targeted participants are Thai, the researcher translates the interview form into informal Thai language in order to support efficiency of data

collection but avoid misunderstanding in the field. To ensure that the interview form in Thai version becomes valid, the researcher asks advisor to revise it again before asking three executives in marketing field of matching service to revise it by assigning one of three alternative points for each question. These points consist of plus one that means the question is accord with the objective of this study. Zero means there is no comment on the question. And, minus one means the question is not accord with the objective of this study. Total points of each question are weighted on basis of the Index of Item-Objective Congruence: IOC (Turner and Carlson, 2003). Weighted score of any questions is at 0.5 or more to be valid otherwise they are rejected. The results show that all questions get the score higher than 0.5 as shown in Appendix D to indicate that they are correlated with the objectives of this study. To remark that all executives do not desire their personal data to be mentioned in this report.

## 3.5 Population and Participants

### 3.5.1 Population

According to reviews of some studies, there is a confirmation that any Western men who desire to marry with a Thai lady usually select those in northeastern region caused of her unique attribute to become sex appeal for them according to message of Rush (2007); Rongmuang et al (2011); Thailand Redcat Team (2015) to mention that foreigners, especially for Europeans are interested in Isaan women. For foreigners with other nationalities, there is uncertain evidence to prove it. That means there is demand in the Western market to open opportunity for business of matchmaking service. The business charges Western customers in exclusive rate but ladies at very cheap rate in order to support collecting different qualified ladies in list as much as possible that becomes significant to be able to efficiently respond their wants or needs. It is not easy to match two people who never meet each other before and have distinct standards of living and culture. Then, the business primarily selects the best lady to match with the customer's expectations in accordance with his request. Therefore, this study chooses to study the ladies only to be supplied.

Populations in this study are northeastern single Thai ladies. Their qualifications consist of hometown in one of all northeastern provinces because

majority of Thai ladies who Western men desire were born in northeastern region as previously mentioned; minimum age of seventeen years old because Thai law legislates that a person who has seventeen years can get married without permission of his or her parents; wishing getting married with a Western man; and wishing a trial of the matchmaking service. For other personal characteristics such as education backgrounds and occupation, they are not specific. According to the records of Department of Provincial Administration (2014) as shown in the table 3.1, there were 8,622,180 Thai ladies who had age of 17 years old and over in northeastern region in 2014 but they are not categorized into marital status even National Statistical Office, Ministry of Information and Communication Technology (2015) has disclosed that there were 14,353 single population of the whole Kingdom (at 26.05% of total population), including 6,397 thousand single ladies for the whole Kingdom of Thailand and total single Northeastern population for 3,331 thousands (at 22.45 per cent of total Northeastern population and at 23.21 per cent of total single population of the whole Kingdom) in the 1st quarter of 2015 as shown in the table 3.2.

**Table 3.1** Population in 20 North-eastern provinces classified into age (less than 17 years old/ 17 years old and over) in 2014

| Province | Age less than 17 years old | | | Age of 17 years old and over | | | Total |
|---|---|---|---|---|---|---|---|
| | Male | Female | Total | Male | Female | Total | |
| Kalasin | 101,552 | 96,350 | 197,902 | 384,719 | 394,757 | 779,476 | 977,378 |
| Khon Kaen | 180,535 | 169,960 | 350,495 | 696,117 | 730,603 | 1,426,720 | 1,777,215 |
| Nakhon Ratchasima | 276,926 | 261,314 | 538,240 | 1,001,862 | 1,051,999 | 2,053,861 | 2,592,101 |
| Bueng Kan | 51,305 | 48,456 | 99,761 | 157,864 | 157,576 | 315,440 | 415,201 |
| Buriram | 181,556 | 170,515 | 352,071 | 595,165 | 612,153 | 1,207,318 | 1,559,389 |
| Maha Sarakham | 93,640 | 88,889 | 182,529 | 374,189 | 395,750 | 769,939 | 952,468 |
| Mukdahan | 38,252 | 36,608 | 74,860 | 132,808 | 133,807 | 266,615 | 341,475 |
| Yasothon | 54,854 | 51,478 | 106,332 | 214,447 | 216,266 | 430,713 | 537,045 |
| Roi Et | 130,913 | 123,696 | 254,609 | 516,509 | 528,754 | 1,045,263 | 1,299,872 |
| Sisaket | 161,498 | 152,706 | 314,204 | 561,112 | 572,308 | 1,133,420 | 1,447,624 |
| Surin | 156,531 | 147,863 | 304,394 | 526,187 | 538,421 | 1,064,608 | 1,369,002 |

**Table 3.1** Population in 20 North-eastern provinces classified into age (less than 17 years old/ 17 years old and over) in 2014 (Cont.)

| Province | Age less than 17 years old | | | Age of 17 years old and over | | | Total |
|---|---|---|---|---|---|---|---|
| | Male | Female | Total | Male | Female | Total | |
| Nong Khai | 55,632 | 52,891 | 108,523 | 197,739 | 201,218 | 398,957 | 507,480 |
| Amnat Charoen | 40,166 | 38,303 | 78,469 | 145,737 | 147,833 | 293,570 | 372,039 |
| Udon Thani | 169,680 | 162,003 | 331,683 | 597,538 | 613,430 | 1,210,968 | 1,542,651 |
| Ubon Ratchathani | 212,732 | 201,207 | 413,939 | 699,483 | 708,248 | 1,407,731 | 1,821,670 |
| Loei | 66,993 | 63,344 | 130,337 | 249,025 | 247,976 | 497,001 | 627,338 |
| Chaiyaphum | 117,591 | 110,941 | 228,532 | 440,043 | 454,672 | 894,715 | 1,123,247 |
| Sakon Nakhon | 129,355 | 123,403 | 252,758 | 434,034 | 442,033 | 876,067 | 1,128,825 |
| Nakhon Phanom | 82,389 | 78,675 | 161,064 | 270,987 | 276,306 | 547,293 | 708,357 |
| **Total** | **2,358,449** | **2,231,648** | **4,590,097** | **8,391,972** | **8,622,180** | **17,014,152** | **21,604,249** |

**Source:** Department of Provincial Administration, 2014: Online

**Table 3.2** Population with age of 15 years and over classified by marital status as of 1st quarter of 2015 (Units: In thousands)

| Areas | Gender | Marital status | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | Single | Married | Widowed | Divorced | Separated | Unknown | Total |
| Whole Kingdom | Male | 7,956 | 16,828 | 959 | 365 | 530 | 3 | 26,641 |
| | Female | 6,397 | 17,201 | 3,521 | 604 | 720 | 6 | 28,449 |
| | Total | 14,353 | 34,029 | 4,480 | 969 | 1,250 | 9 | 55,090 |
| | Per cent | 26.05 | 61.77 | 8.13 | 1.76 | 2.27 | 0.02 | 100.00 |
| North eastern region | Total | 3,331 | 9,622 | 1,394 | 290 | 199 | 3 | 14,839 |
| | Per cent | 22.45 | 64.84 | 9.40 | 1.95 | 1.34 | 0.02 | 100.00 |
| | | 23.21 | 28.28 | 31.12 | 29.93 | 15.92 | 32.78 | 26.94 |

Remarks: The data of population with marital status and age 15 years at least, not classified in term of age

**Source:** National Statistical Office, Ministry of Information and Communication Technology, 2015: Online

According to the statistics of National Statistical Office, Ministry of Information and Communication Technology (2015), it also indicates that single whole-country and Northeastern population tend to decrease when comparing the ends of March 2015 (at 23.21% of total single population of whole Kingdom) and of December 2014 and the year-ends of 2014 (at 28.71% of total single population of whole Kingdom) and of 2013 (at 34.77% of total single population of whole Kingdom) as shown in the table 3.3 (Additional information are shown in the chapter 2). This may be concluded that there will be a sign to indicate that people more prefer to get married.

**Table 3.3** Single population with age of 15 years and over at the end of five years during 2010-2014 (Units: In thousands)

| Areas | Years | | | | |
|---|---|---|---|---|---|
| | 2014 | 2013 | 2012 | 2011 | 2010 |
| Whole Kingdom | 34,498 | 35,101 | 34,840 | 33,988 | 34,037 |
| Northeastern region | 9,903 | 12,206 | 12,125 | 11,773 | 11,799 |
| | 28.71% | 34.77% | 34.80% | 34.64% | 34.67% |

**Source:** National Statistical Office, Ministry of Information and Communication Technology, 2015: Online

### 3.5.2 Participants

Participants of this study are northeastern single Thai ladies who have hometown in northeastern region; have age of seventeen years at least; desire to marry with a Western man having European nationality; and want to try out matchmaking service. According to accessible records, there are no records of single Thai ladies who have seventeen years old at least and hometown in Northeastern region. Because of no exact number of population to be referred, formula of sample-size calculation regarding probability methods is mostly used in quantitative research. It is $n = [(Z*S)/e]^2$, where n stands for number of samples; Z stands for standard score = 1.96; S stands for probability at 50 per cent; and e stands for acceptable margin of error at 5 per cent, to generate 384 (cited in Yu-Iam, 2012: 154). However, qualitative research

normally consumes lots of studying time and appropriate number of interviewees for in-depth interview should be 7-12 according to a guide mentioned by Sopajaree (2015). Therefore, the researcher decides to use this maximum number or 12 participants at 3 per cent of 384 quantitative sample-size for this study. Twelve participants as the suitable size is large enough to provide comparatively necessary information in developing explanations, making a conclusion based on the relating premises, and responding the objectives of this study.

### 3.6 Data Collection

Data possibly came from two main sources – primary and secondary. Primary data were collected from the targeted participants with interview form. The researcher practices and pretests the interview form with three female volunteers in order to determine time consumption. The results show that it consumes 45 minutes – an hour per interviewee (or 53.33 minutes for an interview in average) and spend approximate 10 hours and 40 minutes for total participants of twelve interviewees.

The questions have been translated into Thai before using in order to ensure that they become suitable for the interviewees and the answers in form of Thai language have also been translated back. However, the research gives pre-description to each of the interviewees to ensure that they well understand the objectives of this study and the meanings of each question before interviewing. Purposive sampling as a type of non-probability sampling technique based on the judgment of the researcher is judgmental, selective or subjective to focus on particular characteristics of Isaan women to best enable answering the research questions (Kongsawatkiat, 2009). This is implemented to ensure that data collection and the whole study can be finished as the target. Because many northeastern single Thai ladies migrate into Bangkok metropolitan, the researcher takes this good chance to utilize convenient approach for data collection from them. Some are introduced from others as snowball sampling while some are searched from internet. For snowball sampling, it is also used to gain access hard-to-reach or hidden from Thai lady populations who tend to not feel free in disclosing their real feelings (Biernacki and Waldorf, 1981; Faugier and Sargeant, 1997). All will be made an appointment at any time, date and place appropriate for the interviewees in advance. During a pace of each interview, noting together with

using handy recorder is requested for permission first. Also, explanation about data management process is done in appropriate way to confidentially keep the data collected for specific purpose of this research only and to make them trust and feel relieved.

According to inductive research approach, it begins with detailed observations of the world to move towards more abstract generalizations and ideas (Neuman, 2003: 51). There is no theory at the beginning point of the research, and explanations or theories may evolve as a result of the research. The researcher goes along with this process from beginning with a topic and develops empirical generalizations for the patterns to be searched from specific observations as the flow diagram shown in the figure 3.1.

**Figure 3.3** The flow of inductive research approach

**Source**: Neuman, 2003

Ethic is an important matter as dealing with human being. Therefore, the research always keeps ethical obligations in his mind in conducting interview. These ethical principles may include honesty, objectivity, integrity, carefulness, openness, respect for intellectual property, confidentiality, responsibility publication, responsible mentoring, respect for colleagues, social responsibility, non-discrimination, legality, animal care, human subject protection.

For secondary data, they concern literature and relating studies reviewed from various reliable and modern sources, including local and international research reports, textbooks, journal articles and online information.

### 3.7 Data analysis technique

Data analysis enables the researcher to see its corresponding implication to the study (Kervin, 1999). As previously discussed, in order to be consistent with the chosen interpretivist paradigm and to be able to comply the inductive approach in

response to the objectives of this study, the qualitative data gathered are analyzed through the 4-Step process of qualitative data analysis suggested by King (2004) as follows:

Step 1: To categorize data

To review and group the data of each interview into various categories.

Step 2: To unitize data

To clarify the units of data into unique difference of suitable sub-categories.

Step 3: To recognize relationship of data

To reorganize the data collected according to the categories generated by linking all possible connections among them. Transparently, the researcher produces a list of codes representing themes identified in their textual data and defines the relationship between the themes (Cassell and Symon, 2006: 256).

Step 4: To develop assumption

To examine and interpret the relationships among the categorized findings to initiate the assumptions. It means to assume that there will be always multiple interpretations to be made of any phenomenon, which depend upon position of the researcher and the context of the research. Therefore, concern with coding reliability is irrelevant, instead issues such as his reflexivity, the attempt to approach the topic from differing perspectives, and the richness of the description produced, are significant requirements (Cassell and Symon, 2006: 256).

Finally, to compare them with the literature gathered in the chapter two in order to generate themes gained or lost important, in which are ultimately developed into the conclusion and the final report arrangement.

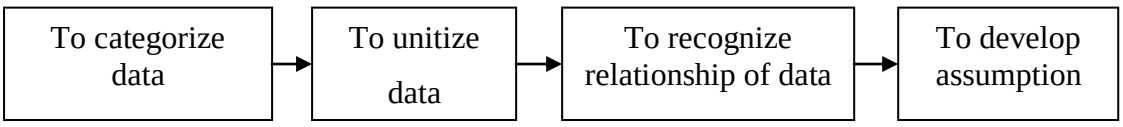


**Figure 3.4** Four Steps of qualitative data analysis

**Source**: King, 2004

# CHAPTER 4
# RESEARCH FINDINGS

This chapter covered the results of data collected via individual in-depth interview from 12 interviewees who were northeastern single Thai ladies during 16-31 May 2015 for responding two research objectives as follows:

PART 1 - Interviewing response to the first objective:

To understand factors that attract northeastern single Thai ladies to marry with Western men

PART 2 - Interviewing response to the second objective:

To understand northeastern single Thai ladies attitudes and expectations toward matchmaking service.

**1st Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one.

2. Wished to have a European boyfriend (no specific nationality) because he took responsibility and respected others. After got married, I wished to stay abroad but it would depend on husband. He might prefer to stay here for retirement life.

3. Age: Should be more than 8-10 years. Appearance: Not significant for making decision. Education background: In bachelor's degree at least to support understandable communication. Career and financial status: Had secure job.

4. Accepted the commitment.

5. Family: No influence. Economic: No influence because it depended on education and career used to support marriage life. Culture: No influence because adaptability could be done easily. However, European might pay more efforts in Thai culture, especially Thai foods. Language: No influence because extra learning and body language could be processed.

6. To be sincere and look after other well.

7. To contribute happier life.

**Part 2** 1. Never known before.

2. To be better than searching by self without expertise skills that may lead to be deceived.

3. Suitable service rates, reliable background of the company, service-minded staff.

4. Negative comments found in social media.

5. Expected to have appropriate spouse for long-run marriage life.

6. Thai ladies felt afraid of the services because of inhospitality in Thai society.

7. To target group and then communicate them as the exact target.

**2nd Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one. Used to have Thai boyfriend.

2. Wished to have a European boyfriend (no specific nationality) because Europeans from various countries became similar. After got married, I wished to stay in my hometown because I loved Thailand and had great relations with my family.

3. Age: Should be indifferent (Around 30 years old). Appearance & education background: Significant for making decision. Career and financial status: Very significant for making decision.

4. Accepted the commitment of marriage but divorced. But, I would not consider anyone who had a child.

5. Family and language: No influence because adaptability could be done. Economic: Highly influenced because this was the main reason in choosing European husband. Culture: To be the most influence because European had to accept and to get along well with Thai culture.

6. To be sincere and optimistic. Look after other and cook really well.

7. To be an alternative for good marriage live.

**Part 2** 1. Known and used to study relating information.

2. As mediator to screen identity and connect the relationship for two people who had the same needs in order to provide better and more convenient chance than self-searching that might be dangerous.

3. Pricing factors and introduction in social media.

4. To be exorbitant rate.

5. Able to match with a European as desired and appropriated without wasted time of both. To be worthy.

6. Unknown and unacceptable business in Thailand led to dishonor.

7. Not too high rate in order that any users could access the services. To be honest for keeping relating data the secret. To provide the services as needed.

**3rd Interviewee**

**Part 1** 1. Ever had foreign boyfriend for about one year without wedding ceremony and having a child. Male foreigners had frank habit, respected other, and were friendly. They were not licentious – not like most Thai males.

2. Wished to have a European boyfriend without specific nationality. After got married, I wished to stay in my hometown because he could look for job easily and standard of living was low.

3. Age: Should not be higher than 35 years old or 10 years for difference. Appearance: As accepted. Education background: In high school at least without any supportive reason. Career and financial status: Necessary for supporting security of life.

4. No problems for commitment of marriage and having a child.

5. Family: Not significant for both families. Economic: Not important. Culture: Important for European to accept Thai beings. Language: Not have obstacle because learning and development could be available.

6. To be optimistic and look after other well.

7. To ensure European could generate secure life. And, English skills could be improved.

**Part 2** 1. Known but never had a trial.

2. As mediator to provide more chance to meet European boyfriend.

3. High security from screening European's profile and appropriate matching could rapidly be done as needed. Safety from keeping private and financial data the secret. There were something used to prove safety from using the services.

4. To be exorbitant rate.

5. Able to match with a European as exact needs.

6. Still be new business to be accepted in narrow scope.

7. Should absorb expenses for female but charge European male only because he should take this responsibility while had high purchasing power.

**4th Interviewee**

**Part 1** 1. Ever had German boyfriend for about one year without wedding ceremony and having a child. Also ever had Thai boyfriend. In comparison with Thai, foreigner became better due to his openly action.

2. Wished to have a European boyfriend without specific nationality due to similarity among them. After got married, I wished to stay abroad temporarily due to preference in Thai foods.

3. Age, appearance and education background: Considered not important. Career and financial status: Considered as priority.

4. No threats from commitment of marriage and having a child.

5. Family and economic: Not influence decision because it depended on two people. Culture and language: No problems from adaptability.

6. To be patient and well understand about roles of male as the family leader and of female to look after her husband.

7. European had good attitudes; could help to produce pretty child; and gave traveling opportunities in other countries.

**Part 2** 1. Known but never had a trial. Not yet use the services because I was still afraid of non-safety.

2. As mediator to provide more convenient matching because of no ideas to do by self.

3. Introduced from known person(s). Effects of size, operation period and fame of the firm. People who used to use the services successfully could support its credit.

4. To have negative comments on social network.

5. Able to match with a European as needs up from 80% easily, conveniently and quickly.

6. Thais were still worried about security issue, especially really right profile of European male.

7. It consumed long time to measure success that could not be immediately. Trustful certificate issued by government units and previous achievements could necessarily be used as reference. Service rate should be charged in thousand baht ranges.

**5th Interviewee**

**Part 1** 1. Ever had Turkish boyfriend for over one year without wedding ceremony and having a child. Comparing with Thai, foreigner became frank and consistent. He liked a friend for sharing attitudes to each other.

2. Wished to have a British boyfriend because of private interest. After got married, I wished to stay abroad and occasionally came back to visit Thailand.

3. Age: Should be 30 years old or higher. Appearance and education background: Necessary. Career and financial status: Very necessary for good social status (The most important)

4. No threats from commitment of marriage and having a child – this could be discussed.

5. Family and economic: Not influence decision without any obstacles. Culture and language: No threats since adaptability could be done.

6. To be friendly and to look after other well.

7. European was openly and sincere.

**Part 2** 1. Known but never had a trial. Not yet use the services because I would like to try by self first.

2. As mediator to provide comfortable services.

3. Depending on individual needs and reliability of the firm providing the services.

4. Had to provide private profile before making meeting appointment. In my opinions, I disliked this because there were no privacy and actions done by others.

5. Able to have a good husband.

6. Still be new business to be accepted in small scope.

7. Service rates should be in range between 5,000-8,000 baht charged with both equally (Should deposit at 10% and the remaining amount should be done after job had already been achieved).

**6th Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one.

2. Wished to have a German boyfriend because of rich country but to stay in Thailand because of low living costs.

3. Age: Should be older – 40 years old or higher. Appearance and education background: Not significant . Career and financial status: First priority to ensure being a benefactor.

4. No obstacles for commitment.

5. Family: Expected that European could accept Thai poor family. Economic: Significant for a benefactor. Culture and language: No obstacles.

6. To live simply and look after other well.

7. European could contribute better life.

**Part 2** 1. Known from others to introduce but never had a trial. If I had an opportunity, I preferred to use the services in supporting better life.

2. The mediator could provide better opportunity than doing by self.

3. Capability to match with a European man who has nationality as needed and fame of the company providing the services.

4. Worried to be deceived by criminals because unknown service provider made me untruthful.

5. Able to have a good husband as expected.

6. Still be new and strange business to be accepted in small group.

7. Company establishment could contribute reliability. Service charge was not high (Within range of thousands baht) to attract prospects. Displaying detailed process in providing the services could support trust and decrease anxiety in safety matters.

**7th Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one.

2. Wished to have a European boyfriend (no specific nationality) because I hopefully would have better experiencing life. Wished to stay in Thailand because of low living costs.

3. Age: Significant - Should be different in the maximum interval of 10. Appearance: Not significant because of focusing on habits as the most important factor. Education background, career and financial status: Significant to attract having a European boyfriend.

4. Accepted the commitment from ex-wife.

5. Family and economic: Not significant. Culture and language: Also not significant because adaptability could be done.

6. To live simply and look after other.

7. European boyfriend could make life better when attitudes of both were consistent.

**Part 2** 1. Known but never had a trial. Not yet use the services because I was a student.

2. As mediator to bring two people to be met.

3. Introduction from a person who used to use the achieved services.

4. False data or profile and non-professional staff could deteriorate reliability.

5. Just use once service to get success as needed.

6. European firms would be better known to have higher potentials in looking for men.

7. Touchable company made people trustful while costs should not be high.

**8th Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one.

2. Wished to have a German boyfriend because my friend had one who was kind. Could stay in both countries but wished to be abroad if it was available.

3. Age: Prefer old one with age between 40-60 years old. Appearance: To be considerable. Education background: Also considerable but high age indicated high

experience and knowledge. Career and financial status: Significant to make life stable and secure.

4. Accepted the commitment from ex-wife.

5. Family and economic: Not significant/ No problems. Culture: Also not have problems because adaptability could be done. Language: Significant – to provide understandable communication.

6. To be able to look after European as needed.

7. European boyfriend was honest and sincere.

**Part 2** 1. Known but never had a trial. And, trial would be done when 40 years old.

2. As mediator to provide assisting services.

3. Company information could be accessible and referred.

4. Using the services reflects self incompetence in looking for a boyfriend. High service rate. And, European man's profile might be better than my expected targets.

5. To have a husband who had appropriate characteristics to be similar needs.

6. Unable to match with the right person according to real needs. It also reflected myself worthless and having no way to search a boyfriend.

7. Reliability creation, suitable service rate with maximum of 50,000 baht, and arranging trustful profile of European men to support respectability and safety.

**9th Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one.

2. Wished to have a European boyfriend from Germany or Switzerland because he had high responsibility for family and was generous.

3. Age: Should be older than 10 years. Appearance: To be considerable. Education background: Should graduate in same degree or higher. Career and financial status: Very significant to make decision.

4. Commitment from ex-wife was not significant.

5. Family and economic: Not significant. Culture and language: Less significant because adaptability could be done and I could communicate in English.

6. To have good appearance and to be slender.

7. European did usually not concentrate on age factor, was richer, and could produce pretty child.

**Part 2** 1. Known but never had a trial. And, trial would be done if there was a chance.

2. To provide convenient services as needed and save time.

3. Fame, previous works, and service rate.

4. Ambiguous costs that had hidden expenses to be added later. Complicated service process and conditions. Disclosure of private data.

5. To consume 1-3 months: either doing evaluation or getting a husband as expected.

6. It was new issue for Thai society in case that woman used the matching service.

7. Keeping private data the secret had to be reliable. European men had to be proved. There were various European men for better selection. Reasonable service rate – in thousands baht. Paying in installments was available. Displaying whole cost first for making decision without hidden additional expenses.

**10th Interviewee**

**Part 1** 1. Used to have foreign and Thai boyfriends and wished to have new foreign one because of his more maturity.

2. Wished to have a European boyfriend (no specific nationality). After got married, I wished to stay abroad for working and creating wealth and to stay in Thailand for retirement.

3. Age: Should be indifferent in order to have similar attitudes and experience – not more than 50 years old. Appearance & education background: Not significant issue. Career and financial status: Very significant for living.

4. Accepted the commitment from the ex-wife.

5. Family and economic: Not significant issue. Culture and language: No obstacles due to globalization and adaptability, especially for Thai into European culture, could be done.

6. To be sensitive look after other to relax.

7. European boyfriend overlooked age factor – conversely compared with Thai one. Moreover, European one could support occupation, financial source, and having a pretty child

**Part 2** 1. Known but never had a trial. And, trial would be done if there was a chance..

2. The mediator could investigate European's profile to enhance safety and search a European boyfriend faster.

3. Reliability could be considered the first priority. Global network contributed success. And, various levels of service rate were accord with desired service packages.

4. To be exorbitant service rate. To be not professional. To be not worthy.

5. To have a European boyfriend who had qualifications as primarily mentioned.

6. Lack of reliability due to less perception and acceptance. It had to take long time to generate fame.

7. Legally registered and promoted to create public perception. Using international standards, such as ISO together with positive comments on social network strongly contributed reliability. Determining clear table and process, including tracking periodic progress – every 3 and 6 months – to identify service quality that was intangible or untouchable and it became very difficult to clarify. Focusing on advertising, public relations, and image enhancement particularly in international could concrete the services to be reliable.

**11th Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one.

2. Wished to have a European boyfriend (no specific nationality or country) without comments. After got married, I wished to stay in both countries.

3. Age: Less significant than appearance and education. Appearance and education background: More significant than age but less significant than occupation. Career and financial status: The most significant.

4. Accepted the commitment if they were already discussed.

5. Family and economic: Not significant due to the most importance of two people. Culture and language: Not significant for difference.

6. To be diligent and look after other well.

7. To have a pretty child.

**Part 2** 1. Known but never had a trial. Trial would be done if there was a chance.

2. Professional mediator could match more appropriate and reliable.

3. Reliability and acceptance. Company with long-run operations. Works to be proved. And, there were no negative comments on social network.

4. Insufficient reliability.

5. Not be worthy.

6. Still be new business in Thai society to be accepted in narrow scope.

7. Pricing low as possible to support a trial. Guarantee by refunding money in case of non-achievement. Providing experience exchange between prospects and customers who used to use the services and met achievement.

**12th Interviewee**

**Part 1** 1. Never had foreign boyfriend before but wished to have one. Used to have Thai boy friend.

2. Wished to have a British boyfriend because he was polite and sincere concerning love different from Thai playboys. After got married, I wished to stay abroad because of better career and life.

3. Age, career and financial status: Very important by less than consistent attitudes and habit. Preferred indifferent age in range between 27-30 years old. It was not too old. Had to have good and secure career to be higher than mind in comparison. Appearance and education background: Equally important. Minimum should be equal or higher than mind in comparison.

4. Wished European boyfriend who was only single without any commitments.

5. Family, economic, culture, and language: No threats because of similarity regarding globalization.

6. To be openly.

7. To have opportunities to travel abroad, to work abroad, to earn more income, to improve English backgrounds, to get right in changing nationality to be European, and to product a pretty child as the fruit of integration between two races.

**Part 2** 1. Never known before but wished to have a trial if there was a chance.

2. Easier and more convenient way to match spouse as needed with less time consumption.

3. Suitable service rates, reliable background of the company, service-minded staff.

4. Unable to provide matching service as mentioned.

5. To get caring services to support success in marriage life.

6. It was not popular caused of non-trust and non-reliability.

7. Pricing should be in range between 20,000-30,000 baht but not over 50,000 baht. Payment could be done in installments – 50% for first payment and the remaining payment for achievement. To provide more than one European men for the best selection. To determine exact schedule for reviewing the success. To use achieved works as reference. To provide sincere services with high attention. To target clear group of service users in order to communicate the right target to be perceived and motivated. To expand scope of target group to cover working women and female governors after achievement was met. And, to focus on word-of-mouth strategy and the most suitable marketing strategy.

According to King (2004)'s the four-step of qualitative data analysis, the results of the interview were categorized as the first two steps and key findings generalized from the research were investigated in order to summarize relationship among factors and to create final models modified from pre-determined conceptual frameworks in the chapter three as the last two steps. Of course, these were also discussed with the literature related in chapter two to be proposed in the chapter five.

### 4.1 To categorize data

Primary data gathered from individual in-depth interview are categorized into two main groups. Firstly, they are participants' experience about having foreign boyfriend and matching service to be described in general.

Most interviewees never had foreign boyfriend but wished to have one. Four of them had a foreign boyfriend, including German and non-specified nationality for about one year and had Turkish boyfriend over on year. All did not get married and not have a child. In comparison with Thai men, the best attributes of foreign male was to be frank, followed with being consistent and respecting others but not licentious. All wished to have a European boyfriend with mostly non-specified nationality because they had high responsibility; were broad-minded; respected others and wished to stay abroad.

Almost respondents noticed that commitments from ex-wife, such as having a child were not obstacles. For analyzing themselves, looking after others was their most interesting characteristics to attract European men, followed with being sincere, and openly. Being optimistic, friendly, diligent, and patient could also be considered as their stimulus for opposite sex. And, being good wife, living simply, knowing own position, and having good appearance would be least influential.

Their highest expectations from European husband consisted of better living, followed with having a pretty child, having broad-minded, honest, sincere, and openly husband, and improving English skills together with traveling chance in other countries according to table 4.1.

**Table 4.1** Expectations from European husband

| Rank | Expectations from European husband | No.of interviewees |
|---|---|---|
| 1 | To raise better living. | 7 |
| 2 | To have a pretty child. | 5 |
| 3 | To have a good husband. | 4 |
| 4 | To improve English skills. | 2 |
| | To have traveling chance in other countries | 2 |

In opposite perspectives, most of them ensured their most attractive attribute for European men was being a good wife to look after their husband well beside of being optimistic and friendly, cooking, and understanding their status in accordance with the concepts of Thailand Redcat Team (2015) to mention that they really took care of their husband; had a better attitude with a nicer smile; made better housewives

to cook really well; and knew their place. Appearance was less significant even it was considered better than Western women as Thailand Redcat Team (2015)'s mentioned that most Thai ladies were thinner than Western women. Finally, they expected that European husband could raise their living better as the most significance, followed having a pretty child.

Most interviewees perceived about the matching service while all of them never used it before. In case that they had a chance to use it in replace of searching a European boyfriend by themselves, they made decision because it provided easier and more convenient opportunity the most. Other reasons involved the service did screening to prevent inappropriate and dangerous matching and it consumed less time in the same proportion. Finally, the mediator might be more suitable mediator. Their opinions about matching business in Thailand mostly indicated that it was new and known or accepted in narrow scope. Therefore, they recommended many ways to operate the business in Thailand successfully. The first priority was pricing in reasonable rate that they were able to use the services. For other recommendations similar to their attitudes and expectations such as identifying the business touchable, using certificate and achievable works as proved evidence and providing clear service process with exact timing determination, they were summarized in the last part of next chapter.

For the matching service, most knew about it and some wished to have a trial because it supported easier and more convenient chance to have a European boyfriend in accordance with the concepts of Al-Ghazaalee cited in Friedman (2009) to mention that the matchmaker or marriage intermediary might play a role in selecting the wife-to-be or agree to the marriage; of Ad-Dosaree (2014) to mention that dual mediation involved following up the matching process until an agreement was reached; and of Anik and Norton (2014) to reveal that matchmakers habitually connected others to have higher well-being. Of course, this could be concluded from human's needs to have well beings even it became very difficult in accordance with the needs for belongingness and love in Maslow's hierarchy of needs to tell that people sought to overcome feelings of loneliness and alienation to involve both giving and receiving love, affection and the sense of belonging (Jerome, 2013) and with the structural functional theory to tell that people looked outside the family for marriage partners in

order to contribute the well-being of society (Macionis, 2010; Urry, 2000). Refer to their comments on matching service, it was not popular in Thailand – not like in global regarding the records of Marketdata Enterprises, Inc. (2012) - because Thai ladies should not look for a husband even they had the right according to message of Friedman (2009) to tell that woman had the right to choose her husband-to-be, but she must not do this all by herself.

Secondly, they are classified into three sub-groups to directly respond both conceptual frameworks and achieving the research questions and objectives. These are presented in the next section.

## 4.2 To unitize data

The second group of data is classified into three sub-categorized factors that the researcher can use them as independent and dependent variables for the first and the second conceptual frameworks respectively to study their relationship as follows:

### 4.2.1 Factors attracting to marry with Western men

According to two separated groups of independent factors, these are divided into duo parts as follows:

**4.2.1.1 Internal factors:** Age, appearance, education background, career, financial status, and attitudes

Majority of interviewees preferred to have European boyfriend who had similar age and higher age not more than 10 years.

**4.2.1.2 External factors:** Family, economy, culture, and language

### 4.2.2 Attitudes toward matchmaking service

**4.2.2.1 Company:** fame, network and evidence to be proved

**4.2.2.2 Services:** Screening, right matching, privacy, worthy services

**4.2.2.3 Pricing:** Feasibility, variety and transparency

**4.2.2.4 Promotion:** Social media and introductions

**4.2.2.5 Staff:** Being service minded and professional

**4.2.2.6 Individual thoughts and feelings**

### 4.2.3 Expectations toward matchmaking service

If the interviewees had a chance to use the services, they expected that the matching service could match them with a suitably European boyfriend as needed.

**4.3 To recognize relationship of data**

Three small groups of factors categorized in the second stage are identified as independent and dependent variables for studying their relationship regarding the conceptual frameworks. The researcher considers significance levels of each variable as its influence from two diverse issues including number of participants to mention and emphasis of each participant, for instance, the factors that majority of participants propose or minority of participants emphasize could be considered significant. On the contrary, factors that minority of participants mention but do not really focus on become not significant and can be concluded that they are not correlated with their pair. Full details of each factor and its significance level are shown as follows:

**4.3.1 Factors attracting to marry with Western men**

**4.3.1.1 Internal factors:** Age, appearance, education background, career, financial status, and attitudes

Majority of interviewees did not focus on appearance and education background as significant factors. And, all of them considered career and financial status together with attitudes as major factors to significantly attract northeastern single Thai ladies to marry with Western men.

**4.3.1.2 External factors:** Family, economy, culture, and language

All of them did not consider family significant while most of them did not consider economic, culture and language significant.

**4.3.2 Attitudes toward matchmaking service**

**4.3.2.1 Company:** fame, network and evidence to be proved

Fame of the company providing the services became the first priority to support interviewees' decision in using the services. Also, there were significantly relating factors, including global network and evidence to be proved - documentary certificate and achievable works/ persons.

**4.3.2.2 Services:** Screening, right matching, privacy, worthy services

Screening right profile to protect any dangers and keeping private data the secret became necessary for the services. Uncomplicated process and suitable matching as needed or promised helped to generate worthy services.

**4.3.2.3 Pricing:** Feasibility, variety and transparency

Reasonable pricing was considered as the most significant factor because high price could prevent interviewees' decision. Pricing should also have various levels to be appropriately selected and was transparent without any possibly hidden expenses.

**4.3.2.4 Promotion:** Social media and introductions

**4.3.2.5 Staff:** Being service minded and professional

**4.3.2.6 Individual thoughts and feelings:**

Thoughts of individual interviewees were distinguish depending on their different backgrounds or experience to provide positive or negative attitudes. These were their negative attitudes, including worry to disclose their private data, to look for boyfriend by others that did well know like themselves, to possibly be deceived from by criminals, and to pay unworthy; feel bad about self in using the services; and European profile sometimes became too excellent to create their desire and expectations that never reached.

The relevant details had been shown in table 4.2.

**Table 4.2** Attitudes toward matching services

| Main variables | Positive attitudes | | Negative attitudes | | Total |
|---|---|---|---|---|---|
| | Mentioned factors | No.of interviewee | Mentioned factors | No.of interviewee | |
| Company | Fame, size, operational period, historical backgrounds | 7 | | | 7 |
| | Global network | 1 | | | 1 |
| | Documentary certificate | 2 | | | 2 |
| | Achievable works/ persons | 4 | | | 4 |
| Services | Screening to protect dangers. | 1 | | | 1 |
| | Suitable matching as needed. | 2 | | | 2 |
| | Keeping private data the secret. | 1 | | | 1 |
| | | | Complicated process | 1 | 1 |
| | | | Unable as promised. | 1 | 1 |
| Pricing | Reasonable | 4 | Expensive | 4 | 8 |
| | Various levels | 1 | | | 1 |
| | | | Possibly hidden expenses | 1 | 1 |

**Table 4.2** Attitudes toward matching services (Cont.)

| Main variables | Positive attitudes | | Negative attitudes | | Total |
|---|---|---|---|---|---|
| | Mentioned factors | No.of interviewee | Mentioned factors | No.of interviewee | |
| Promotion | Introduction in social network | 2 | Negative comments in social network | 2 | 4 |
| | Introduction from person(s) | 1 | | | 1 |
| Staff | Service-minded | 2 | | | 2 |
| | | | Not professional | 2 | 2 |
| Individual thoughts and feelings | | | Worried to disclose private data. | 1 | 1 |
| | | | Worried to look for boyfriend by others. | 1 | 1 |
| | | | Feel bad about self in using the services. | 1 | 1 |
| | | | Worried to be deceived from by criminals. | 3 | 3 |
| | | | European profile became too excellent. | 1 | 1 |
| | | | Payment became unworthy. | 1 | 1 |

### 4.3.3 Expectations toward matchmaking service

Capacity of matching service in matching them with a suitably European boyfriend is the first priority of their expectations, followed with worthy services. Refer to worthy service again, they expected to get professional services by using it once to get success in a short time. All of these have been ranked in table 4.3.

**Table 4.3** Expectations toward matching services

| Rank | Expectations toward matching services | No.of interviewees |
|---|---|---|
| 1 | Getting suitably European boyfriend as needed. | 6 |
| 2 | Worthy payment had been done. | 2 |
| | Just use once service to get success. | 1 |
| 3 | Short time consumption to get success. | 1 |
| | Getting professional services | 1 |

### 4.4 To develop assumption

Relationship among variables presented in the prior stage can be used to generate assumption regarding the conceptual frameworks. Of course, using reviewed literature to contribute strengths and reliability of this study. Then, the researcher proceeds this stage by referring to some related concepts and theories while related studies are separately mentioned in next chapter.

#### 4.4.1 Factors attracting to marry with Western men

##### 4.4.1.1 Internal factors

Among considerably internal factors, career and financial status could be considered as priority for making decision in having a European boyfriend while attitude is additionally proposed. Age and education background become considerable. This was accord with the social conflict theory to mention that there were conflict perspective to focus on the social inequalities within the institution of the family and marriage concerning age (Skocpo, 1980).

##### 4.3.1.2 External factors

Among considerably external factors, they become not quite significant in accordance with the concepts of Keita et al. (2004) and AAPA (1996) to state that "Race has no taxonomic significance by pointing out that all living humans belong to the same species." This might also be because of unique Thai culture and society distinguished from the European and then these were not accord with the theory for difference compared in the study of language and gender (Talbot, 1998: 130-133; Coates, 1986: 12013). Meanwhile, majority were broad-minded to overlook European man's commitment happened in the past, in which could be supported with Sternberg (1986; 1987; 1988)'s the triangular theory of love concerning commitment referring to a willingness in the short-term to create and maintain a relationship and long-term plans to sustain the relationship.

The mentioned outcomes can be applied to adjust the first conceptual framework as the following modified model 1.

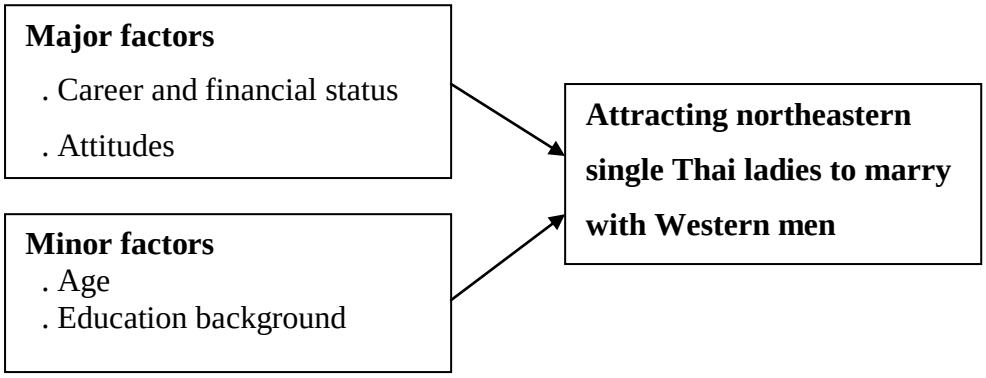


**Figure 4.1** Modified Model 1

### 4.4.2 Attitudes toward matchmaking service

These consist of various matchmaking service factors. Company, especially for reputation of the company providing matching service could support her usage for it. Services with high security from screening European's profile and keeping private and financial data the secret became necessary. Pricing with ambiguous costs that have hidden expenses to be added later make they not use the services. Promotion via introduction or any comments in social network and from person(s) become important according to significant roles of informational technology in globalization. Staff had to be service-minded in providing professional services. Finally, Individual thoughts and feelings such as using the services reflects their incompetence in looking for a boyfriend and European man's profile might be over than their expected targets.

According to the mentioned above, they impact their decision in using the services according to cognitive and affective component of attitude theory referring to a person's beliefs, thoughts, attributes, feeling, and emotions associated with or linked to an object and measurement could be done in two different ways - explicit and implicit measures (Wells, 2015). Outcome of this study helped to support explicit measure of attitudes. It found that the company itself and pricing were concluded to be the most significance as major factors.

Because of their strong attitudes on fame and pricing, followed with achievable works/ persons and comments in social network, the second pre-determined conceptual framework can separately be modified in order to more

concentrate on individual factors grouped into major and minor ones as the following modified model 2.

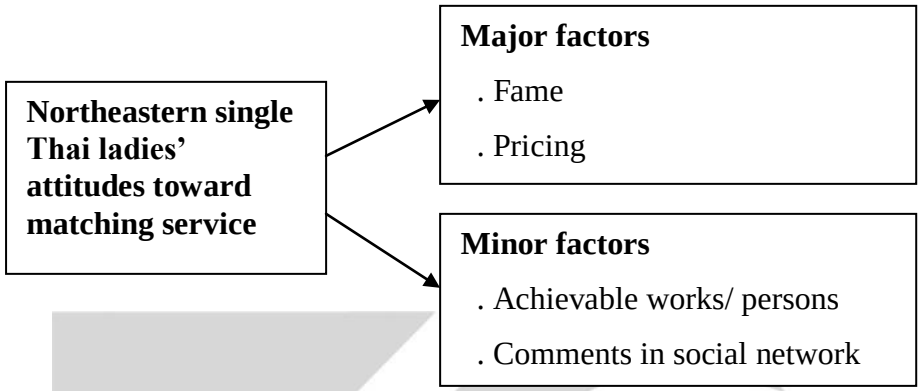


**Figure 4.2** Modified Model 2

### 4.4.3 Expectations toward matchmaking service

As the mentioned factors they expect from the service, they were necessary to motivate them in using the services in accordance with expectancy theory to mention that a person decided to behave or act in a certain way in order to get expected outcome (Oliver, 1974; Porter and Lawler, 1968; Vroom, 1964). These outcomes are also used to modify new model as follows:

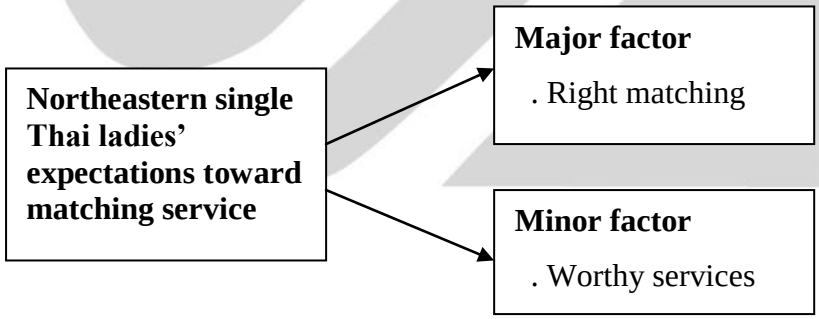


**Figure 4.3** Modified model 3

# CHAPTER 5
# CONCLUSION DISCUSSION AND RECOMMENDATIONS

The results of this study had been concluded and discussed as follows:

## 5.1 Conclusion

### 5.1.1 Introduction

According to individual in-depth interview with twelve northeastern single Thai ladies, most of them never had foreign boyfriend but wished to have one and looked over his commitments with ex-wife. All did not get married and not have a child with foreign men. They wished to have a European boyfriend because they noticed that he was frank and consistent; always respected others; and had high responsibility but was not licentious and expected to have better living, a pretty child and a good husband; to improve their English skills; and to have traveling chance in accordance with message of Thailand Redcat Team (2015) to mention that Isaan women were interested in foreign men because of various reasons even they were not much concerned about anything else. They noticed that looking after others was their most interesting characteristics to attract European men, followed with being sincere, and openly. Being optimistic, friendly, diligent, patient, good wife in kitchen, living simply, knowing own position, and having good appearance could also be considered as their stimulus for opposite sex. These were also accordant with message of Thailand Redcat Team (2015) to mention that Thai ladies looked better than Western women because of various reasons in Western men's eyes. Most of them knew about the matching service but all of them never used it before because it looked strange in Thailand in accordance with the study of Polpukdee (2009) to indicate that major respondents already know about matchmaking service business. If they had a chance, they would use the services because of easier and more convenient opportunity to have a European husband in accordance with the study findings of Intage (Thailand) Co.,Ltd (2013) to reveal that providing good opportunity was considered as the most crucial factors for success of matching service. Also, these were accordant with the studies of Siriratrungrueng (2005) to reveal that women had right to choose men and

of Intage (Thailand) Co.,Ltd. (2013) to reveal that the unmarried felt that it was difficult to find a partner because of various factors including few opportunities to meet the right one but the service provided good opportunity. Herewith, reasonable pricing was considered the most influential factors on their decision.

**5.1.2 Factors attracting to marry with Western men**

Even age and education background became considerable as minor internal factors, career and financial status together with attitudes additionally suggested as major ones to significantly attract them to marry with Western men. They did not consider external issues of family, economy, culture, language, and marriage background significant.

**5.1.3 Attitudes toward matchmaking service**

Reputation of company providing the matchmaking service and reasonable pricing could be considered the most critical factors as major factors influencing their attitudes toward the services. Also, its reputation could lead to reliable network worldwide and evidence as minor factors used to confirm successful potentials. More various factors impacting their attitudes consisted of the service itself, variety and transparency of pricing, promotion via introduction or word-of-mouth, and staff providing the services. Moreover, their thoughts and feelings could provide positive or negative attitudes.

**5.1.4 Expectations toward matchmaking service.**

They expected that the service could match them with a right boyfriend as needed, for instance, having a European boyfriend who had a good social status. This could be considered as a major factor leading to worthy services comparing between costs they paid with their expectations as a miner one. As their expectations, professional services could bring a good European boyfriend to them in the first usage and in a short time. To sum up, their expectations as the mental processes became important since they would make decisions in using the matching serve easily if they were motivated to select a specific behavior that they expected the desirable outcome.

## 5.2 Discussion

In conclusion, this research study confirmed that all the mentioned key criteria should be strategically implemented to the matching service provider's business

strategies in order to attract northeastern single Thai ladies to make decision in using the services as much as possible. Of course, more options to be selected attracted more European men. However, any companies that could not appropriately blend all the important aforementioned factors together to foster the business. Therefore, the results of this research demonstrated that only when they understood these significant ingredients that greatly influenced the ladies' attitudes, expectations and decision-making behavior and they could then be used to previously create new modified frameworks gathered from outcomes of the study.

According to two main objectives in this study, career, financial status, and attitudes become significant in attracting Isaan ladies to marry with Western men in accordance with the study of Polpukdee (2009) to reveal that occupation and salary income affected internet users' behavior expectation while appearance was not significant. This looked inconsistent because physical appearance concerns were prevalent among women in most countries including Thailand according to the concepts of Hayashi et al (2006); Wardle, Haase, and Steptoe (2006); Thianthai (2006), (2008). However, appearance of spouse did not become really significant as above mentioned to concern the message of Thailand Redcat Team (2015) to mention that Isaan women were not much concerned about anything else from their foreign husband. External factors have less significant impact on their decisions to be accord with the studies of Polpukdee (2009) to reveal that academic and knowledge related to the source of information and of Chuanwan (2005) to reveal that economy situation affected more single elderly women.

Reputation of company providing the matchmaking service and reasonable pricing influence their attitudes toward the services in accordance with the studies of Pattaranitivatee (2010) to reveal that single Thais in Bangkok more preferred to use matchmaking service because of its creditability and effectiveness; of Siriratrungrueng (2005) to reveal that creating forms and contents to present the self-expressed themselves clearly and showed others the real needs; and of Intage (Thailand) Co.,Ltd (2013) to reveal that reliability and worthy service were the most crucial factors influencing selection of the services and the customers are willing to pay more if the matchmaker is reliable and offers services as their needs. The reasons

of this came from customer's attitude that could be based on the positive and negative attributes they associated with the object as the concept of Wells (2015).

Their expectations toward matchmaking service to get a right boyfriend with good social status as needed in accordance with the study of Polpukdee (2009) to reveal that occupation and salary income affected people's behavior expectation.

## 5.3 Recommendations

### 5.3.1 Recommendations for actual operations

1. Northeastern single Thai ladies' various unique characteristics, such as skills in looking after others, attracting opposite sex particularly in Europe countries while career and financial status were the most important factors together with attitudes between two genders, in which the mediator of matching services could use to attract the ladies. Age and education background also became considerable. Therefore, the mediator should invite and screen more reliable European men with the mentioned characteristics to join with as more options as possible.

2. Because of many limitations, matching service became strange for Thai society. Fame became the first priority that the mediator had to create touchable identity of the business by targeting the right group and then communicating them in order to create perception and acceptance. Also, achievable works and persons became necessary to be used as reliably identified evidence.

3. Price could be considered as very sensitive factor for people in making decision. Therefore, pricing should be done in appropriate way – it should not be high to possibly attract northeastern single Thai ladies use the services. The rates should be determined in thousands bath and clear to not hide unexpected additional expenses.

4. Process in providing service had to be clear by determining uncomplicated stages with exact timing.

5. Staff became the most important for service sector to support success of the business. They had to be service-minded and to provide professional services in order to make the customers feel worthy.

6. In globalization, informational technique played significant roles. The mediator should utilize it to support efficient communication. It also included social

network for spreading the positive information and implementing word-of-mouth strategy.

### 5.3.2 Recommendations for further studies

1. In this study, it covered mere Thai ladies from northeastern part. Further studies should study with Thai ladies and/ or men either having hometown in northeastern or other regions and also foreigners, especially European in order to expand scope and increase quality of study.

2. Because of fast changing in people's attitudes and expectations, periodic review should be done for updating accurate information matching with current requirements.

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# APPENDIX A
# SUMMARIZED PROFILE OF PARTICIPANTS

Summarized profile of participants:

| Sequence | Age (Years) | Occupation | Hometown (Province) |
|---|---|---|---|
| 1 | 33 | Private firm employee | Khon Kaen |
| 2 | 29 | Private firm employee | Buriram |
| 3 | 26 | Private firm employee | Nakhon Ratchasima |
| 4 | 22 | Private firm employee | Khon Kaen |
| 5 | 31 | Disclosed | Nakhon Ratchasima |
| 6 | 38 | Housekeeper | Roi Et |
| 7 | 20 | Governmental university graduate | Buriram |
| 8 | 38 | Private firm employee | Khon Kaen |
| 9 | 43 | Private firm employee | Ubon Ratchathani |
| 10 | 32 | Banker | Nakhon Ratchasima |
| 11 | 30 | Banker | Buriram |
| 12 | 27 | Private firm employee | Khon Kaen |

Remarks: Interview done in Bangkok during 16-31 May 2015

# APPENDIX B

# INTERVIEWING QUESTIONS

# TRANSLATED INTO THAI VERSION

**<u>PART 1</u> Questions to respond the first objective:**
**To understand factors that attract northeastern single Thai ladies to marry with Western men.**

**คำถามส่วนที่ 1 ตอบวัตถุประสงค์ที่ 1: เพื่อทำความเข้าใจปัจจัยที่ดึงดูดให้สาวโสดชาวอีสานของไทยอยากแต่งงานกับชายชาวยุโรป**

1. คุณเคยมีแฟนเป็นชาวชาติ (ฝรั่ง) หรือไม่ หากเคยมีเป็นแฟนสัญชาติใด ระยะเวลาที่คบกัน ระดับความสัมพันธ์ถึงขั้นแต่งงานและ/หรือมีลูกด้วยกันหรือไม่ และมีความรู้สึกอย่างไรเมื่อเปรียบเทียบกับชายไทย

2. คุณอยากมีแฟนเป็นชาวยุโรป (อีก) หรือไม่ เป็นสัญชาติใด เพราะเหตุใด และหากได้แต่งงานกัน อยากไปพำนักอยู่ในประเทศของสามีหรือไม่

3. คุณให้ความสำคัญกับคุณลักษณะของแฟนชาวยุโรป ได้แก่ อายุ รูปร่างหน้าตา การศึกษา หน้าที่การงาน และฐานะการเงิน ซึ่งมีอิทธิพลต่อการตัดสินใจแตกต่างกันอย่างไร

4. คุณยอมรับแฟนชาวยุโรปที่มีพันธะจากการที่เคยสมรสมาแล้วหรือมีลูกติดได้หรือไม่อย่างไร

5. คุณให้ความสำคัญกับสภาพแวดล้อมด้านครอบครัว เศรษฐกิจ และวัฒนธรรม ตลอดจนปัจจัยด้านภาษาต่อการการตัดสินใจมีแฟนชาวยุโรปเพียงใด

6. คุณคิดว่าจุดเด่นของสาวอีสานที่ดึงดูดความสนใจจากชาวยุโรปคืออะไรบ้าง

7. คุณคาดหวังในสิ่งใดที่จะได้จากการมีแฟนเป็นชาวยุโรป

**<u>PART 2</u> Questions to respond the second objective:**
**To understand northeastern single Thai ladies attitudes and expectations toward matchmaking service.**

**คำถามส่วนที่ 2 ตอบวัตถุประสงค์ที่ 2: เพื่อทำความเข้าใจทัศนคติและความคาดหวังของสาวโสดชาวอีสานของไทยที่มีต่อบริการจัดหาคู่**

1. คุณเคยรู้จักหรือเคยใช้บริการของบริษัทจัดหาคู่ มาก่อนหรือไม่ และอยากใช้บริการหรือไม่ เพราะเหตุใด

2. คุณมีเหตุผลอะไรในการเลือกใช้บริการของบริษัทจัดหาคู่แทนการค้นหาคู่ด้วยตัวเอง หากคุณต้องเลือกใช้บริการ

3. คุณคิดว่าปัจจัยใดบ้างที่คุณใช้พิจารณาเพื่อตัดสินใจใช้บริการของบริษัทจัดหาคู่หากคุณต้องเลือกใช้บริการ

4. คุณคิดว่าปัจจัยใดบ้างที่จะทำให้คุณตัดสินใจไม่ใช้บริการของบริษัทจัดหาคู่

5. คุณมีความคาดหวังอะไรที่จะได้รับจากการใช้บริการของบริษัทจัดหาคู่หากคุณมีโอกาสได้ใช้บริการ

6. คุณมีความคิดเห็นเกี่ยวกับบริษัทจัดหาคู่ที่ดำเนินงานในประเทศไทยอย่างไร

7. คุณคิดว่าบริษัทจัดหาคู่ที่ดำเนินงานในประทศไทยให้ประสบความสำเร็จควรเป็นอย่างไร โปรดให้ข้อแนะนำที่เป็นประโยชน์

# APPENDIX C

# TESTING VALIDITY OF THAI INTERVIEWING QUESTIONS

Results of testing validity of Thai interview form by using Index of Item-Objective Congruence: IOC

| ส่วนที่ | คำถาม | ผู้ทรงคุณวุฒิที่ 1 | 2 | 3 | ค่าเฉลี่ย (IOC) |
|---|---|---|---|---|---|
| 1 | 1. คุณเคยมีแฟนเป็นชาวชาติ (ฝรั่ง) หรือไม่ หากเคยมีเป็นแฟนสัญชาติใด ระยะเวลาที่คบกัน ระดับความสัมพันธ์ถึงขั้นแต่งงานและ/หรือมีลูกด้วยกันหรือไม่ และมีความรู้สึกอย่างไรเมื่อเปรียบเทียบกับชายไทย | 1 | 0 | 1 | 0.67 |
| | 2. คุณอยากมีแฟนเป็นชาวยุโรป (อีก) หรือไม่ เป็นสัญชาติใด เพราะเหตุใด และหากได้แต่งงานกัน อยากไปพำนักอยู่ในประเทศของสามีหรือไม่ | 1 | 0 | 1 | 0.67 |
| | 3. คุณให้ความสำคัญกับคุณลักษณะของแฟนชาวยุโรปได้แก่ อายุ รูปร่างหน้าตา การศึกษา หน้าที่การงาน และฐานะการเงิน ซึ่งมีอิทธิพลต่อการตัดสินใจแตกต่างกันอย่างไร | 1 | 1 | 1 | 1.00 |
| | 4. คุณยอมรับแฟนชาวยุโรปที่มีพันธะจากการที่เคยสมรสมาแล้วหรือมีลูกติดได้หรือไม่ อย่างไร | 1 | 1 | 1 | 1.00 |
| | 5. คุณให้ความสำคัญกับสภาพแวดล้อมด้านครอบครัว เศรษฐกิจ และวัฒนธรรม ตลอดจนปัจจัยด้านภาษาต่อการการตัดสินใจมีแฟนชาวยุโรปเพียงใด | 1 | 1 | 1 | 1.00 |
| | 6. คุณคิดว่าจุดเด่นของสาวอีสานที่ดึงดูดความสนใจจากชาวยุโรปคืออะไรบ้าง | 1 | 0 | 1 | 0.67 |
| | 7. คุณคาดหวังในสิ่งใดที่จะได้จากการมีแฟนเป็นชาวยุโรป | 1 | 1 | 1 | 1.00 |
| 2 | 1. คุณเคยรู้จักหรือเคยใช้บริการของบริษัทจัดหาคู่ มาก่อนหรือไม่ และอยากใช้บริการหรือไม่ เพราะเหตุใด | 1 | 0 | 1 | 0.67 |
| | 2. คุณมีเหตุผลอะไรในการเลือกใช้บริการของบริษัทจัดหาคู่แทนการค้นหาคู่ด้วยตัวเองหากคุณต้องเลือกใช้บริการ | 1 | 1 | 1 | 1.00 |

| ส่วนที่ | คำถาม | ผู้ทรงคุณวุฒิที่ 1 | 2 | 3 | ค่าเฉลี่ย (IOC) |
|---|---|---|---|---|---|
| 2 | 3. คุณคิดว่าปัจจัยใดบ้างที่คุณใช้พิจารณาเพื่อตัดสินใจใช้บริการของบริษัทจัดหาคู่หากคุณต้องเลือกใช้บริการ | 1 | 1 | 1 | 1.00 |
| | 4. คุณคิดว่าปัจจัยใดบ้างที่จะทำให้คุณตัดสินใจไม่ใช้บริการของบริษัทจัดหาคู่ | 1 | 1 | 1 | 1.00 |
| | 5. คุณมีความคาดหวังอะไรที่จะได้รับจากการใช้บริการของบริษัทจัดหาคู่หากคุณมีโอกาสได้ใช้บริการ | 1 | 1 | 1 | 1.00 |
| | 6. คุณมีความคิดเห็นเกี่ยวกับบริษัทจัดหาคู่ที่ดำเนินงานในประเทศไทยอย่างไร | 1 | 0 | 1 | 0.67 |
| | 7. คุณคิดว่าบริษัทจัดหาคู่ที่ดำเนินงานในประทศไทยให้ประสบความสำเร็จควรเป็นอย่างไร โปรดให้ข้อแนะนำที่เป็นประโยชน์ | 1 | 0 | 1 | 0.67 |

Remarks: To accept the scores equal to or higher than 0.5.

# APPENDIX D
# SUMMARY OF INTERVIEWING RESPONSE IN THAI VERSION

**ผู้ให้สัมภาษณ์ที่ 1**

**วันที่สัมภาษณ์: 16 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 55 นาที**

**ส่วนที่ 1**

1. ไม่เคยมีแฟนเป็นชาวต่างชาติมาก่อน แต่อยากมี

2. อยากมีแฟนเป็นชาวยุโรป (ไม่จำกัดประเทศ) เพราะในมุมมองแล้วเห็นว่าชาวยุโรปมีความรับผิดชอบและให้เกียรติต่อคู่ครองสูงมากเมื่อเปรียบเทียบกับคนไทย ซึ่งคนไทยส่วนใหญ่มีความเป็นเด็กและยึดติดกับทางครอบครัวมากเกินไป ส่วนคนไทยบางคนที่มีอายุมากก็มักมีความเชื่อมั่นในตัวเองสูงมากเกินไป

หากแต่งงานกันแล้ว แหล่งพำนักจะตามความสมัครใจของสามี โดยตัวเองอยากไปอยู่ต่างประเทศ แต่ชาวยุโรปก็คงอยากมาอยู่ประเทศไทยในบั้นปลายชีวิตที่ดีกว่าหลังชีวิตเกษียณ

3. ปัจจัยด้านอายุ: ควรมากกว่าประมาณ 8-10 ปี ปัจจัยด้านรูปร่างหน้าตา: ไม่มีความสำคัญต่อการตัดสินใจ ปัจจัยด้านการศึกษา: อยากให้มีการศึกษาขั้นต่ำในระดับปริญญาเพื่อทำให้สามารถสื่อสารกันเข้าใจ ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: อยากให้มีหน้าที่การงานเป็นหลักแหล่งที่มั่นคง

4. ยอมรับได้หากคู่สมรสมีพันธะของการที่เคยสมรสมาก่อนแล้วหรือมีลูกติด

5. ปัจจัยด้านครอบครัว: ไม่มีอิทธิพลต่อตัวเองในการปรับตัวเข้ากับครอบครัวของชาวยุโรป เนื่องจากวัฒนธรรมยุโรปที่เปิดกว้างอย่างอิสระ แต่ชาวยุโรปอาจต้องใช้ความพยายามในการปรับตัวให้เข้ากับครอบครัวไทย ปัจจัยด้านสภาพเศรษฐกิจ: ไม่มีอิทธิพล เนื่องจากการมีการศึกษาและอาชีพที่ดีก็สามารถดูแลตัวเองและครอบครัวได้เป็นอย่างดี ปัจจัยด้านวัฒนธรรม: ไม่มีอิทธิพลต่อตัวเองที่สามารถปรับตัวเองให้เข้ากับวัฒนธรรมยุโรปได้ง่าย แต่ชาวยุโรปอาจต้องใช้ความพยายามในการปรับตัวให้เข้ากับวัฒนธรรมไทยค่อนข้างมาก โดยเฉพาะด้านอาหารการกิน ปัจจัยด้านภาษา: ไม่มีอิทธิพล เนื่องจากการเรียนรู้เพิ่มเติมและการใช้ภาษากายช่วย

6. สาวอีสานมีความจริงใจและเอาใจเก่ง

7. การมีสามีเป็นชาวยุโรปน่าจะช่วยส่งเสริมให้ชีวิตครอบครัวมีความสุขได้

**ส่วนที่ 2**

1. ไม่รู้จัก ไม่รู้ว่ามีที่ไหนบ้าง

2. บริษัทจัดหาคู่ช่วยหาคนที่เหมาะสมได้ดีกว่าที่ต้องมาหาด้วยตัวเอง ซึ่งอาจถูกหลอกลวงได้

3. อัตราค่าใช้บริการที่เหมาะสม ความน่าเชื่อถือโดยมีภูมิหลังของบริษัทที่ดี พนักงานมีใจให้บริการ

4. การแสดงความคิดเห็นในสังคมออนไลน์ในเชิงลบ

5. การได้คู่ครองที่เหมาะสมในการใช้ชีวิตครอบครัวร่วมกันในระยะยาว

6. หญิงไทยอาจยังไม่กล้าใช้บริการเพราะวัฒนธรรมไทยยังไม่ส่งเสริมให้หญิงไทยออกมาค้นหาคู่ครองได้อย่างเปิดเผย

7. การกำหนดกลุ่มเป้าหมายเพื่อสื่อสารได้ตรงกับกลุ่มผู้ที่ต้องการใช้บริการ

**ผู้ให้สัมภาษณ์ที่ 2**

**วันที่สัมภาษณ์: 17 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 50 นาที**

**ส่วนที่ 1**

1. ไม่เคยมีแฟนเป็นชาวต่างชาติและอยากมี แต่มีแฟนคนไทย หากพ่อของลูกเป็นชาวต่างชาติก็จะได้ลูกที่หน้าตาดีและคาดว่าจะมีอนาคตที่ดีกว่า

2. อยากมีแฟนเป็นชาวยุโรป ไม่เจาะจงสัญชาติเพราะเห็นว่าชาวยุโรปมีความคล้ายคลึงกัน อยากให้ลงหลักปักฐานในประเทศไทยเพราะรักบ้านเกิดและมีความผูกพันกับครอบครัวเป็นอย่างมาก

3. ปัจจัยด้านอายุ: ควรมีอายุใกล้เคียงกัน ประมาณ 30 ปี ปัจจัยด้านรูปร่างหน้าตาและการศึกษา: มีความสำคัญต่อการตัดสินใจ ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: มีความสำคัญอย่างมากต่อการตัดสินใจ

4. พันธะที่เคยสมรสมาแล้วแต่หย่าร้างกันไปแล้วไม่มีปัญหา แต่หากมีพันธะจากลูกติดมาด้วยจะไม่รับไว้พิจารณา

5. ปัจจัยด้านครอบครัว: ไม่มีอิทธิพลเนื่องจากความเชื่อมั่นในการปรับตัวเข้ากันได้ ปัจจัยด้านสภาพเศรษฐกิจ: มีอิทธิพลอย่างมากเนื่องจากเป็นเหตุผลหลักในการเลือกสามีเป็นชาวยุโรป ปัจจัยด้านวัฒนธรรม: มีความสำคัญมากที่สุด หากชาวยุโรปสามารถยอมรับและปรับตัวให้เข้ากับวัฒนธรรมไทยได้ ปัจจัยอื่นๆ ก็มีความสำคัญน้อยลงมา ปัจจัยด้านภาษา: ไม่มีอิทธิพลเนื่องจากการปรับตัวเขาหากันและความพยายามเข้าใจซึ่งกันและกัน ทำให้เกิดการเรียนรู้ได้ง่ายขึ้น

6. สาวอีสานมีความจริงใจ โดยพยายามทำความเข้าใจและดูแลเอาใจใส่เป็นอย่างดี อีกทั้งยังมีความสามารถในการปรุงอาหารให้อร่อย

7. เป็นอีกทางเลือกสำหรับการมีชีวิตครอบครัวที่ดี

**ส่วนที่ 2**

1. รู้จักมาบ้างและเคยทำการศึกษาข้อมูล

2. การเป็นตัวกลางช่วยคัดกรองและประสานความสัมพันธ์ของคน 2 คนที่มีความต้องการตรงกัน ซึ่งเปิดโอกาสที่ดีและสะดวกกว่าการหาคู่ด้วยตัวเองที่อาจมีพวกมิจฉาชีพแอบแฝงเข้ามาได้

3. ปัจจัยด้านราคา และการแนะนำในสังคมออนไลน์

4. อัตราค่าใช้บริการที่สูงเกินไป

5. สามารถจับคู่กับชาวยุโรปที่มีความต้องการและความเหมาะสมตรงกันจะได้ไม่เสียเวลาทั้ง 2 ฝ่าย และได้คู่ครองที่ดีคุ้มค่ากับเงินที่จ่ายไปในการใช้บริการ

6. การเป็นธุรกิจที่ยังไม่เป็นที่รู้จักและยอมรับกันอย่างแพร่หลายในประเทศไทย จึงทำให้ยังขาดความน่าเชื่อถือ

7. อัตราค่าใช้บริการที่ไม่สูงมากโดยอยู่ภายในความสามารถของผู้ใช้บริการที่สามารถใช้บริการได้ ความซื่อสัตย์ในการเก็บข้อมูลของลูกค้าเป็นความลับ การให้บริการได้ตรงตามที่ต้องการ

**ผู้ให้สัมภาษณ์ที่ 3**

**วันที่สัมภาษณ์: 17 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 1 ชั่วโมง**

**ส่วนที่ 1**

1. เคยมีแฟนเป็นชาวต่างชาติ คบกันมานานประมาณ 1 ปี ไม่ได้แต่งงานกัน ไม่มีลูกด้วยกัน โดยคนต่างชาติมีนิสัยตรงไปตรงมา วางตัวดี ให้เกียรติ และเป็นมิตรกับทุกคน แต่สามารถทำให้รับรู้ได้ว่าไม่เจ้าชู้ ซึ่งแตกต่างจากคนไทยที่ส่วนใหญ่เจ้าชู้

2. อยากมีแฟนเป็นชาวยุโรปโดยไม่เจาะจงสัญชาติ อยากพำนักในประเทศไทย เนื่องจากชาวยุโรปมีโอกาสหางานทำได้ง่ายและค่าครองชีพต่ำ

3. ปัจจัยด้านอายุ: คู่สมรสไม่ควรมีอายุเกิน 35 ปี หรือไม่ต่างกันเกิน 10 ปี ปัจจัยด้านรูปร่างหน้าตา: ดูดีในระดับที่ยอมรับได้ ปัจจัยด้านการศึกษา: ควรมีการศึกษา อย่างน้อยในระดับมัธยมปลาย ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: จำเป็นต้องมีหน้าที่การงานที่ดีเพื่อทำให้เกิดความมั่นคงในอนาคต

4. พันธะจากที่เคยสมรสมาแล้วหรือมีลูกติดมาด้วยไม่มีปัญหา

5. ปัจจัยด้านครอบครัว: ไม่สำคัญกับครอบครัวของทั้ง 2 ฝ่าย ปัจจัยด้านสภาพเศรษฐกิจ: ไม่สำคัญ ปัจจัยด้านวัฒนธรรม: มีความสำคัญโดยเฉพาะชาวยุโรปต้องยอมรับความเป็นไทย ปัจจัยด้านภาษา: เห็นว่าไม่เป็นอุปสรรคเนื่องจากยังสามารถเรียนรู้และพัฒนาการสื่อสารผ่านช่องทางอื่นๆ ได้อีกมากมาย

6. สาวอีสานมีอารมณ์ขันและให้การดูแลเป็นอย่างดี

7. เชื่อมั่นว่าชาวยุโรปสามารถสร้างชีวิตมั่นคงในอนาคตได้ และเพื่อพัฒนาทักษะด้านภาษาอังกฤษของตนเอง

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อน

2. การใช้บริการบริษัทจัดหาคู่ช่วยเปิดโอกาสให้ได้พบแฟนชาวยุโรปมากกว่า

3. ความปลอดภัยสูงเนื่องจากการคัดกรองประวัติของชาวยุโรปแล้ว และทำให้การจับคู่ได้อย่างเหมาะสมตรงตามที่ต้องการและรวดเร็ว ความปลอดภัยในการเก็บข้อมูลส่วนตัวและทางการเงินเป็นความลับ สิ่งที่ช่วยยืนยันถึงความปลอดภัยจากการใช้บริการและสถานที่นัดพบ

4. อัตราคาใช้บริการที่สูงเกินไป

5. ความสามารถในการหาคู่ได้ตรงกับความต้องการจริงๆ

6. ยังเป็นธุรกิจใหม่และได้รับการยอมรับไม่มาก

7. ควรคิดค่าบริการเฉพาะฝ่ายชาย ซึ่งควรรับผิดชอบในส่วนนี้และชาวยุโปจะมีกำลังซื้อสูง

**ผู้ให้สัมภาษณ์ที่ 4**

**วันที่สัมภาษณ์: 18 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 52 นาที**

**ส่วนที่ 1**

1. เคยมีแฟนเป็นชาวต่างชาติ เป็นชาวเยอรมัน คบกันมานานประมาณ 1 ปี ไม่ได้แต่งงานกัน ไม่มีลูกด้วยกัน และเคยมีแฟนคนไทยด้วย เมื่อเปรียบเทียบแล้ว ชาวต่างชาติดีกว่าเพราะตรงไปตรงมาทำให้เข้าใจง่าย

2. อยากมีแฟนเป็นชาวยุโรปโดยไม่จำกัดสัญชาติที่แน่นอนเพราะมีความคล้ายคลึงกัน หากแต่งงานอยากไปอยู่ต่างประเทศชั่วคราว ไม่ต้องการไปอยู่ถาวรเนื่องจากชื่นชอบอาหารไทย

3. ปัจจัยด้านอายุ รูปร่างหน้าตา และการศึกษา: ไม่มีความสำคัญที่ทำให้การพิจารณาแตกต่างกัน ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: มีความสำคัญและอิทธิพลต่อการพิจารณามาเป็นอันดับแรก

4. พันธะทั้งเคยสมรสมาแล้วและมีลูกติดไม่เป็นอุปสรรค

5. ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่มีอิทธิพลต่อการตัดสินใจเลือกแต่ขึ้นกับการเข้ากันได้ของบุคคล 2 คน ปัจจัยด้านวัฒนธรรมและภาษา: ไม่มีปัญหา โดยสามารถปรับกันได้

6. สาวอีสานมีความอดทนสูงและเข้าใจถึงบทบาทของผู้ชายที่เป็นผู้นำของครอบครัว และหน้าที่ของผู้หญิงที่ต้องดูแลเอาใจใส่

7. ชาวยุโรปมีทัศนคติที่ดีเข้าใจกันได้ง่าย สามารถช่วยผลิตลูกที่น่ารัก และช่วยเปิดโอกาสไปสามารถเดินทางไปท่องเที่ยวในต่างประเทศได้เป็นครั้งคราว

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อนและยังไม่คิดจะใช้บริการเนื่องจากยังรู้สึกกลัวเกี่ยวกับความปลอดภัยต่างๆ

2. บริษัทจัดหาคู่มีความสะดวกในการช่วยจับคู่มากกว่า เนื่องจากการหาเองยังไม่รู้ถึงแหล่งที่จะหาและยังต้องใช้เวลานาน

3. การแนะนำจากคนรู้จัก ขนาด ระยะเวลาดำเนินการ และชื่อเสียงของบริษัทมีผลอย่างมาก การให้ผู้ใช้บริการแล้วประสบความสำเร็จมาช่วยยืนยัน

4. การแสดงความคิดเห็นในเชิงลบผ่านสังคมออนไลน์

5. การได้รับความอำนวยความสะดวก ทำให้เกิดความง่าย สะดวก และรวดเร็ว โดยได้คู่ตามที่ต้องการในระดับสูงตั้งแต่ประมาณร้อยละ 80 ขึ้นไป

6. ผู้ใช้บริการชาวไทยยังคงมีความกังวลในด้านความปลอดภัย โดยเฉพาะข้อมูลส่วนตัวของฝ่ายชายที่เป็นของจริง

7. ความจำเป็นที่ต้องใช้เวลาทำการศึกษาข้อมูล เนื่องจากยังไม่สามารถทำการวัดผลได้ในทันที การมีหนังสือรับรองที่เชื่อถือได้จากหน่วยงานภาครัฐและการแสดงผลงานที่ประสบความสำเร็จมาอ้างอิง จึงมีความจำเป็นอย่างยิ่ง และอัตราค่าใช้บริการควรอยู่ในหลักพันเท่านั้น

**ผู้ให้สัมภาษณ์ที่ 5**

**วันที่สัมภาษณ์: 19 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 1 ชั่วโมง 5 นาที**

**ส่วนที่ 1**

1. เคยมีแฟนเป็นชาวต่างชาติ เป็นชาวตุรกี คบกันมานานเกิน 1 ปี ไม่ได้แต่งงานกัน ไม่มีลูกด้วยกัน คิดว่าชาวต่างชาติตรงไปตรงมา คบกันในลักษณะเป็นเพื่อนที่พูดคุยและแลกเปลี่ยนทัศนะต่อกัน และมีพฤติกรรมที่คงที่เสมอต้นเสมอปลาย แตกต่างจากคนไทย

2. อยากมีแฟนเป็นชาวอังกฤษ เนื่องจากความชื่นชอบเป็นการส่วนตัวในประเทศนี้ โดยไปพักอาศัยในต่างประเทศและหาโอกาสกลับมาเยี่ยมเยียนเป็นบางครั้ง

3. ปัจจัยด้านอายุ: ต้องการมีแฟนที่มีอายุตั้งแต่ 30 ปีขึ้นไป ปัจจัยด้านรูปร่างหน้าตาและการศึกษา: จำเป็นพอสมควร ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: จำเป็นมาก โดยควรมีฐานะที่ดี (สำคัญมากที่สุด)

4. พันธะทั้งเคยสมรสมาแล้วและมีลูกติดไม่เป็นอุปสรรคเมื่อเปิดเผยและคุยกันให้เข้าใจแล้ว

5. ปัจจัยด้านครอบครัวและสภาพเศรษฐกิจ: เห็นว่าไม่มีอิทธิพลต่อการตัดสินใจเลือกแฟนเป็นชาวยุโรปและคาดว่าไม่มีเป็นอุปสรรคใดๆ ปัจจัยด้านวัฒนธรรมและภาษา: ไม่มีอุปสรรคเนื่องจากสามารถปรับให้เข้ากันได้

6. สาวอีสานมีอัธยาศัยและความเป็นมิตรดี โดยให้ความช่วยเหลือเอาใจใส่

7. การได้คู่ครองชาวยุโรปที่เป็นคนเปิดเผยและจริงใจ

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อนและยังไม่คิดจะใช้บริการเนื่องจากอยากลองหาด้วยตัวเองก่อน

2. การมีคนกลางช่วยอำนวยความสะดวก

3. ขึ้นอยู่กับความต้องการในการใช้บริการของแต่ละบุคคล และความน่าเชื่อถือของบริษัทผู้ให้บริการ

4. ต้องส่งประวัติข้อมูลไปก่อนและค่อยทำการนัดหมายให้พบกัน ซึ่งไม่ชอบที่ไม่มีความเป็นส่วนตัวและกระทำผ่านตัวแทนที่ไม่ใช่ตัวเอง

5. การได้คู่ครองที่ดี

6. ยังถือว่าเป็นธุรกิจใหม่และจะมีผู้ใช้บริการเพียงบางกลุ่ม ไม่มาก

7. อัตราค่าใช้บริการควรอยู่ประมาณ 5,000-8,000 บาท และฝ่ายชายและหญิงออกคนละครึ่ง (ชำระ 10% ที่เหลือค่อยชำระเมื่อประสบผลสำเร็จ) ประชาสัมพันธ์ให้เกิดการรับรู้และยอมรับมากขึ้น โดยควรมีผลงานที่ผ่านมามานำเสนอด้วย

**ผู้ให้สัมภาษณ์ที่ 6**

**วันที่สัมภาษณ์: 20 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 1 ชั่วโมง**

**ส่วนที่ 1**

1. ไม่เคยมีแฟนเป็นชาวต่างชาติ แต่อยากมี

2. อยากมีแฟนชาวเยอรมนีเนื่องจากการเป็นประเทศที่ในภาพรวมมีฐานะทางการเงินดี อยากพำนักในประเทศไทย เนื่องจากค่าครองชีพต่ำ

3. ปัจจัยด้านอายุ: ต้องมีอายุมากกว่า ควรมีอายุตั้งแต่ 40 ปีขึ้นไป ปัจจัยด้านรูปร่างหน้าตา: ไม่เน้นให้ความสำคัญ ปัจจัยด้านการศึกษา: ไม่เน้นให้ความสำคัญ ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: ให้ความสำคัญมาเป็นอันดับแรกเพื่อให้มั่นใจได้ว่าสามารถเลี้ยงดูเราได้

4. พันธะทั้งเคยสมรสมาแล้วและมีลูกติดไม่ใช่สาระสำคัญและเป็นอุปสรรค

5. ปัจจัยด้านครอบครัว: ขึ้นกับฝ่ายสามีชาวยุโรป สำหรับครอบครัวฝ่ายไทยที่ยากจนน่าจะยอมรับได้อยู่แล้ว ปัจจัยด้านสภาพเศรษฐกิจ: ทำให้เกิดความต้องการสามีชาวยุโรปที่มีฐานะดีที่สามารถเลี้ยงดูได้เป็นอย่างดี ปัจจัยด้านวัฒนธรรมและภาษา: ไม่มีอุปสรรคเนื่องจากสามารถปรับให้เข้ากันได้

6. สาวอีสานมีความเป็นกันเองและดูแลเอาใจใส่ครอบครัวดี

7. สามีชาวยุโรปสามารถทำให้ชีวิตความเป็นอยู่ดีขึ้น

**ส่วนที่ 2**

1. เคยได้ยินจากการแนะนำของบุคคลรองข้าง แต่ไม่เคยใช้บริการ มีโอกาสก็อยากลองใช้บริการ จะได้มีโอกาสที่ดีขึ้น

2. บริษัทจัดหาคู่น่าจะเปิดโอกาสที่ดีมากกว่าการค้นหาด้วยตนเอง

3. ความสามารถในการจัดหาคู่ตามสัญชาติหรือประเทศที่ต้องการได้ ความมีชื่อเสียงของบริษัทที่ให้บริการ

4. ความกังวลเกี่ยวกับการถูกหลอกลวงโดยกลุ่มมิจฉาชีพ ความไม่มีชื่อเสียงจะทำให้เกิดความไม่ไว้วางใจและกลัวถูกหลอกลวง

5. สามารถหาคู่ชีวิตที่ดีได้ตามที่ต้องการ

6. ยังถือว่าเป็นเรื่องแปลกใหม่และมีการยอมรับไม่กว้างขวาง

7. การจัดตั้งในรูปของบริษัทจะทำให้เกิดความน่าเชื่อถือมากขึ้น การกำหนดอัตราใช้บริการไม่สูง (ไม่ถึงหลักหมื่นบาท) จะช่วยดึงดูดให้อยากใช้บริการได้ การแสดงรายละเอียดในการให้บริการเพื่อสร้างความมั่นใจ โดยเฉพาะการสร้างความไว้วางใจในด้านความปลอดภัย

**ผู้ให้สัมภาษณ์ที่ 7**

**วันที่สัมภาษณ์: 22 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 55 นาที**

**ส่วนที่ 1**

1. ยังไม่เคยมีแฟนเป็นชาวต่างชาติ แต่อยากมี

2. อยากมีแฟนชาวยุโรปประเทศใดก็ได้เพราะจะได้มีโอกาสและประสบการณ์ที่มีดีขึ้น อยากพำนักในประเทศไทย เนื่องจากค่าครองชีพต่ำ

3. ปัจจัยด้านอายุ: มีความสำคัญ โดยควรมีแตกต่างกันไม่เกิน 10 ปี ปัจจัยด้านรูปร่างหน้าตา: ไม่มีความสำคัญ แต่เน้นที่นิสัยเป็นสำคัญ ปัจจัยด้านการศึกษาและหน้าที่การงานหรือฐานะการเงิน: มีความสำคัญที่จูงใจให้อยากมีแฟนเป็นชาวยุโรป

4. พันธะทั้งเคยสมรสมาแล้วและมีลูกติดไม่มีความสำคัญและไม่เป็นอุปสรรค

5. ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่มีความสำคัญ ปัจจัยด้านวัฒนธรรมและปัจจัยด้านภาษา: ไม่มีความสำคัญเนื่องจากความสามารถในการปรับเข้าหากันได้

6. สาวอีสานมีความเรียบง่ายและเอาใจใส่ดี

7. หากมีทัศนคติตรงกันและเข้ากันได้ การมีแฟนเป็นชาวยุโรปชาติก็น่าจะทำให้ชีวิตในอนาคตดีขึ้นได้

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อน และยังไม่คิดจะใช้บริการ เนื่องจากอยากให้เรียนให้จบก่อน

2. การมีคนกลางทำให้คนได้มาพบกัน

3. การแนะนำจากบุคคลที่รู้จักเพื่อยืนยันถึงผลงานที่ประสบความเสร็จที่ผ่านมา

4. การสร้างข้อมูลหรือประวัติที่เป็นเท็จเพื่อหลอกลวงให้หลงเชื่อ การประสานงานของพนักงานอย่างไม่เป็นมืออาชีพ จะทำให้ขาดความเชื่อถือได้

5. การใช้บริการเพียงครั้งเดียวก็สามารถได้คู่ครองที่ดีตามที่ปรารถนาได้

6. ความมีชื่อเสียงของบริษัท โดยหากเป็นบริษัทสัญชาติยุโรปก็ยิ่งทำให้มีความน่าเชื่อถือและศักยภาพในการหาแฟนชาวยุโรปได้ดีกว่า

7. การมีที่ตั้งของบริษัทเป็นหลักแหล่งที่สามารถจับต้องได้ ทำให้เกิดความน่าเชื่อถือ และอัตราค่าใช้บริการไม่ควรสูงมาก

**ผู้ให้สัมภาษณ์ที่ 8**

**วันที่สัมภาษณ์: 23 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 1 ชั่วโมง**

**ส่วนที่ 1**

1. ไม่เคยมีแฟนเป็นชาวต่างชาติมาก่อนแต่อยากมี

2. อยากมีแฟนชาวเยอรมนี เพราะเห็นเพื่อนๆ มีคบอยู่ได้เห็นว่าใจดี พำนักได้ทั้ง 2 แห่ง แต่อยากไปอยู่ต่างประเทศมากกว่า

3. ปัจจัยด้านอายุ: ต้องการที่มีอายุมากๆ ระหว่าง 40-60 ปี ปัจจัยด้านรูปร่างหน้าตา: ใช้พิจารณาบ้าง ปัจจัยด้านการศึกษา: ใช้พิจารณาบ้าง แต่อายุที่มากสะท้อนถึงประสบการณ์ชีวิตอยู่แล้ว ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: มีความสำคัญมากเพราะช่วยสร้างความมั่นใจและความมั่นคงในชีวิตได้

4. พันธะจากเคยสมรสมาแล้วหรือมีลูกติดไม่ใช่ปัญหา

5. ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่มีความสำคัญและไม่มีปัญหา ปัจจัยด้านวัฒนธรรม: ไม่ใช่ปัญหา สามารถปรับเข้าหากันได้ ปัจจัยด้านภาษา: มีความสำคัญที่ต้องพยายามเรียนรู้ให้สามารถสื่อสารได้ จะไม่เกิดความเข้าใจผิดกันในการสื่อสาร

6. สาวอีสานสามารถดูแลตามที่ชาวยุโรปต้องการได้

7. ชาวยุโรปจะมักมีความซื่อสัตย์และจริงใจมากกว่าชายไทย

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อน และอาจลองใช้บริการเมื่ออายุ 40 ปี

2. มีตัวกลางมาเป็นธุระจัดการให้แทน

3. ข้อมูลเกี่ยวกับบริษัทที่สามารถเข้าถึงและนำมาอ้างอิงได้

4. การแสดงถึงจุดอ่อนที่ไม่สามารถหาคู่ด้วยตัวเอง อัตราค่าใช้บริการที่สูง ประวัติของฝ่ายชายที่สูงเกินที่จะไขว่คว้าได้

5. จะได้คู่ครองที่มีคุณลักษณะที่มีความเหมาะสมใกล้เคียงกับที่ต้องการ

6. บริษัทจัดหาคู่อาจไม่สามารถหาคู่ได้ตรงกับที่ต้องการได้อย่างแท้จริง แต่กลับสะท้อนให้เห็นเหมือนตัวเองไร้ค่าและหมดหนทางเลือกในการหาคู่ด้วยตัวเอง

7. ความน่าเชื่อถือ อัตราค่าใช้บริการสูงสุดไม่ควรเกิน 50,000 บาท การมีฐานข้อมูลที่น่าเชื่อถือเกี่ยวกับชาวยุโรปที่จะทำให้รู้สึกไว้วางใจถึงความปลอดภัย

**ผู้ให้สัมภาษณ์ที่ 9**

**วันที่สัมภาษณ์: 24 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 54 นาที**

**ส่วนที่ 1**

1. ไม่เคยมีแฟนเป็นชาวต่างชาติ แต่อยากมี

2. อยากมีแฟนชาวยุโรปในประเทศใดก็ได้ ได้แก่ ชาวเยอรมนีและสวิสเซอร์แลนด์ ซึ่งมีความรับผิดชอบมากกว่าคนไทย และมีใจกว้างมองข้ามอดีตของเรา อยากอยู่ในประเทศไทย แต่หากต้องย้ายถิ่นพำนักไปอยู่ต่างประเทศ ก็ต้องมั่นใจได้ว่าสามีสามารถดูแลรับผิดชอบตัวเราและครอบครัวของเราได้

3. ปัจจัยด้านอายุ: ควรมีอายุมากกว่า 10 ปี ปัจจัยด้านรูปร่างหน้าตา: ใช้ประกอบการพิจารณา ปัจจัยด้านการศึกษา: ควรมีระดับการศึกษาเท่ากันหรือสูงกว่า ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: มีความสำคัญเป็นอย่างมากต่อการตัดสินใจ

4. พันธะทั้งที่เคยสมรสมาแล้วและมีลูกติดไม่ใช่ประเด็นที่มีความสำคัญ

5. ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่มีความสำคัญ ปัจจัยด้านวัฒนธรรมและภาษา: มีความสำคัญค่อนข้างน้อย เนื่องจากความแตกต่างทางวัฒนธรรมสามารถปรับได้และสามารถสื่อสารภาษาอังกฤษได้

6. สาวอีสานมีรูปร่างหน้าตาที่ดูดีกว่าสาวชาวยุโรป สาวอีสานมีความเป็นแม่บ้านที่เอาใจใส่สามีได้เป็นอย่างดี

7. สามีชาวยุโรปมักไม่ใส่ใจปัจจัยด้านอายุ ในขณะที่ชาวยุโรปจะมีฐานะทางการเงินที่ดีกว่าและอยากมีลูกหน้าตาน่ารัก

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อน และอยากลองใช้บริการ ได้รับการยอมรับในประเทศไทยจากคนที่รู้จักและใช้บริการจนประสบความสำเร็จมาแล้ว

2. บริษัทจัดหาคู่เปิดโอกาสในการหาคู่ตามที่ต้องการ สะดวก และประหยัดเวลา

3. ชื่อเสียง ผลงานที่ผ่านมา และอัตราค่าใช้บริการ

4. การแสดงค่าใช้จ่ายไม่ชัดเจน โดยอาจมีค่าใช้จ่ายแอบแฝงที่เพิ่มมาภายหลัง เงื่อนไขการใช้บริการที่มีความซับซ้อน การที่ต้องเปิดเผยข้อมูลและความต้องการส่วนตัว

5. ควรใช้เวลาประมาณ 1-3 เดือนก็สามารถประเมินผลได้ชัดเจน และสามารถได้คู่ครองได้ตามที่ต้องการ

6. ยังถือว่าเป็นเรื่องใหม่สำหรับสังคมไทยในการให้เพศหญิงใช้บริการหาคู่ครอง

7. ระบบเก็บรักษาข้อมูลส่วนตัวของผู้ใช้บริการเป็นความลับต้องเชื่อถือได้ ชายชาวยุโรปต้องได้รับการตรวจสอบแล้วว่าเป็นบุคคลที่ไว้ใจได้ ชายชาวยุโรปที่ให้เลือกหลากหลายเป็นจำนวนมาก อัตราค่าใช้บริการที่สมเหตุสมผล ควรอยู่ในหลักพัน ไม่ควรเป็นหลักหมื่น การชำระค่าใช้บริการควรสามารถแบ่งชำระเป็นงวดๆ ได้ การแสดงค่าใช้จ่ายให้รับรู้แต่แรกก่อนทำการตัดสินใจใช้บริการ โดยไม่มีค่าใช้จ่ายแอบแฝง

**ผู้ให้สัมภาษณ์ที่ 10**

**วันที่สัมภาษณ์: 27 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 1 ชั่วโมง**

**ส่วนที่ 1**

1. เคยมีแฟนทั้งชาวต่างชาติ (ฝรั่ง) คบกันประมาณ 1 ปี ไม่ได้แต่งงานกัน ไม่มีลูกด้วยกัน และเคยมีแฟนคนไทย และอยากมีแฟนชาวต่างชาติใหม่ เนื่องจากชาวต่างชาติมีวุฒิภาวะที่ดีกว่าคนไทย

2. อยากมีแฟนชาวยุโรปสัญชาติใดก็ได้ ต้องพิจารณาถึงสถานการณ์ปัจจุบันที่มีความเหมาะสมในการย้ายถิ่นที่อยู่ โดยอาจไปอยู่ต่างประเทศเพื่อทำงานเก็บเงินและย้ายกลับมาอยู่ประเทศไทยสำหรับชีวิตหลังเกษียณ

3. ปัจจัยด้านอายุ: ควรใกล้เคียงกันจึงจะมีทัศนคติและประสบการณ์ใกล้เคียงกัน แต่ไม่ควรเกินกว่า 50 ปี ปัจจัยด้านรูปร่างหน้าตาและการศึกษา: ไม่ใช่ประเด็นสำคัญ ขอให้มีในระดับที่น่าพอใจก็เพียงพอแล้ว ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: มีความสำคัญต่อการดำเนินชีวิตครอบครัว

4. ยอมรับได้หากคู่สมรสมีพันธะของการที่เคยสมรสมาก่อนแล้วหรือมีลูกติด

5. ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่ใช่ประเด็นสำคัญ ปัจจัยด้านวัฒนธรรม: ไม่มีอุปสรรคจากการเปิดโลกาภิวัตน์ แต่การปรับเข้าหาวัฒนธรรมยุโรปได้ง่ายกว่าการปรับตัวของชาวยุโรปมาเข้ากับวัฒนธรรมไทย ปัจจัยด้านภาษา: ไม่ใช่ประเด็นสำคัญ เนื่องจากสามารถเรียนรู้กันได้

6. สาวอีสานมีความละเอียดอ่อนและดูแลเอาใจใส่ทำให้เกิดความสบายใจ

7. การมีอายุที่ค่อนข้างมาก การมีแฟนเป็นชาวยุโรปที่เปิดกว้างไม่สนใจในด้านอายุน่าจะดีกว่ามีแฟนเป็นคนไทย โดยสามีชาวยุโรปสามารถช่วยสนับสนุนด้านอาชีพการงานและการเงิน รวมถึงการได้ลูกที่มีความน่ารัก

**ส่วนที่ 2**

1. รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อน และอยากลองใช้บริการ

2. บริษัทจัดหาคู่สามารถตรวจสอบประวัติของฝ่ายชายทำให้มีความปลอดภัยมากขึ้นและช่วยหาคู่ได้เร็วกว่าการหาด้วยตัวเอง

3. ความน่าเชื่อถือเป็นปัจจัยสำคัญมากที่สุด โอกาสประสบความสำเร็จสูง โดยเฉพาะหากบริษัทมีเครือข่ายในระดับโลกสนับสนุน อัตราค่าใช้บริการมีหลายระดับให้เลือกตามแพ็จเกจที่ต้องการได้

4. อัตราค่าใช้บริการที่สูงเกินไป การให้บริการไม่เป็นมืออาชีพ ความไม่คุ้มค่าจากการเปรียบเทียบสิ่งที่จะได้กับเงินที่จ่ายไป

5. การได้คู่ครองที่มีคุณลักษณะตามประวัติที่พิจารณาไว้ตั้งแต่แรก

6. ยังขาดความน่าเชื่อถือ ซึ่งเกิดจากการรู้รับและการยอมรับในบริการ ตลอดจนความมีชื่อเสียงของบริษัทให้บริการที่ต้องใช้เวลาในการสั่งสม

7. การจดทะเบียนถูกต้องตามกฎหมายและแสดงให้เกิดการรับรู้เพื่อนำไปสู่การยอมรับ

การสร้างความน่าเชื่อถือ โดยมีมาตรฐานสากลมารองรับ เช่น ISO และต้องมีการแสดงความคิดเห็นแต่เชิงบวกตามเครือข่ายสังคมออนไลน์

การบ่งชี้ให้เห็นถึงคุณภาพบริการ ซึ่งทำให้เห็นและจับต้องได้ยาก เนื่องจากบริการไม่มีตัวตน จึงควรทำการกำหนดตารางและขั้นตอนการให้บริการ และทำการติดตามความคืบหน้าเป็นระยะ 3 และ 6 เดือน

การเน้นโฆษณาประชาสัมพันธ์และส่งเสริมภาพลักษณ์ในระดับสากล จะทำให้แสดงถึงการมีตัวตนที่ช่วยสร้างความน่าเชื่อถือได้

**ผู้ให้สัมภาษณ์ที่ 11**

**วันที่สัมภาษณ์: 30 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 56 นาที**

**ส่วนที่ 1**

1. คุณเคยมีแฟนเป็นชาวชาติ (ฝรั่ง) หรือไม่ หากเคยมีเป็นแฟนสัญชาติใด ระยะเวลาที่คบกัน ระดับความสัมพันธ์ถึงขั้นแต่งงานและ/หรือมีลูกด้วยกันหรือไม่ และมีความรู้สึกอย่างไรเมื่อเปรียบเทียบกับชายไทย

ไม่เคยมีแฟนเป็นชาวต่างชาติ (ฝรั่ง) แต่อยากมี

2. คุณอยากมีแฟนเป็นชาวยุโรป (อีก) หรือไม่ เป็นสัญชาติใด เพราะเหตุใด และหากได้แต่งงานกัน อยากไปพำนักอยู่ในประเทศของสามีหรือไม่

อยากมีแฟนชาวยุโรป ไม่เจาะจงสัญชาติหรือประเทศ หากได้สมรสอยากสลับไปอยู่ต่างประเทศกับอยู่ในประเทศไทย

3. คุณให้ความสำคัญกับคุณลักษณะของแฟนชาวยุโรป ได้แก่ อายุ รูปร่างหน้าตา การศึกษา หน้าที่การงาน และฐานะการเงิน ซึ่งมีอิทธิพลต่อการตัดสินใจแตกต่างกันอย่างไร

ปัจจัยด้านอายุ: ให้ความสำคัญน้อยกว่าปัจจัยด้านรูปร่างหน้าตาและการศึกษา

ปัจจัยด้านรูปร่างหน้าตาและการศึกษา: ให้ความสำคัญมากกว่าปัจจัยด้านอายุแต่น้อยกว่าปัจจัยด้านหน้าที่การงาน

ปัจจัยด้านหน้าที่การงานและฐานะการเงิน: ให้ความสำคัญมากที่สุด

4. คุณยอมรับแฟนชาวยุโรปที่มีพันธะจากการที่เคยสมรสมาแล้วหรือมีลูกติดได้หรือไม่อย่างไร

พันธะด้านการเคยสมรสมาแล้วหรือการมีลูกติด ไม่สำคัญแต่ต้องพูดคุยให้เข้าใจกันก่อน

5. คุณให้ความสำคัญกับสภาพแวดล้อมด้านครอบครัว เศรษฐกิจ และวัฒนธรรม ตลอดจนปัจจัยด้านภาษาต่อการการตัดสินใจมีแฟนชาวยุโรปเพียงใด

ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่ความสำคัญแต่ประการใด เนื่องจากการให้ความสำคัญด้านทัศนคติระหว่าง 2 คนเป็นหลัก

ปัจจัยด้านวัฒนธรรมและภาษา: ความแตกต่างไม่ใช่อุปสรรค

6. คุณคิดว่าจุดเด่นของสาวอีสานที่ดึงดูดความสนใจจากชาวยุโรปคืออะไรบ้าง

สาวอีสานมีอุปนิสัยขยันและดูแลอาใจใส่เป็นอย่างดี

7. คุณคาดหวังในสิ่งใดที่จะได้จากการมีแฟนเป็นชาวยุโรป

การมีลูกเป็นมรดกทางใจที่น่ารัก

**ส่วนที่ 2**

1. คุณเคยรู้จักหรือเคยใช้บริการของบริษัทจัดหาคู่ มาก่อนหรือไม่ และอยากใช้บริการหรือไม่ เพราะเหตุใด

รับรู้ว่ามีการให้บริการ แต่ไม่เคยใช้บริการมาก่อนและไม่แน่ใจว่าจะมีโอกาสได้ใช้บริการหรือไม่ หากมีโอกาสก็อยากจะลองใช้บริการดู

2. คุณมีเหตุผลอะไรในการเลือกใช้บริการของบริษัทจัดหาคู่แทนการค้นหาคู่ตัวเองหากคุณต้องเลือกใช้บริการ

บริษัทจัดหาคู่น่าจะมีความเป็นมืออาชีพในการจัดหาคู่ที่เหมาะสม ไว้ใจได้ให้ และได้ตามที่ต้องการมากกว่าการหาด้วยตัวเอง

3. คุณคิดว่าปัจจัยใดบ้างที่คุณใช้พิจารณาเพื่อตัดสินใจใช้บริการของบริษัทจัดหาคู่หากคุณต้องเลือกใช้บริการ

ความน่าเชื่อถือและการยอมรับ บริษัทที่ให้บริการควรเปิดดำเนินการมาเป็นระยะเวลายาวนาน มีผลงานได้พิสูจน์ และไม่มีความคิดเห็นในเชิงลบตามสังคมออนไลน์ต่างๆ

4. คุณคิดว่าปัจจัยใดบ้างที่จะทำให้คุณตัดสินใจไม่ใช้บริการของบริษัทจัดหาคู่

ความน่าเชื่อถือที่ปรากฏยังอาจมีไม่เพียงพอ

5. คุณมีความคาดหวังอะไรที่จะได้รับจากการใช้บริการของบริษัทจัดหาคู่หากคุณมีโอกาสได้ใช้บริการ

ได้รับความคุ้มค่าจากเงินที่จ่ายไป

6. คุณมีความคิดเห็นเกี่ยวกับบริษัทจัดหาคู่ที่ดำเนินงานในประเทศไทยอย่างไร

ยังเป็นธุรกิจที่ไม่แพร่หลายและได้รับการยอมรับในสังคมไทย

7. คุณคิดว่าบริษัทจัดหาคู่ที่ดำเนินงานในประทศไทยให้ประสบความสำเร็จควรเป็นอย่างไร โปรดให้ข้อแนะนำที่เป็นประโยชน์

อัตราค่าใช้บริการที่ไม่แพง ทำให้สามารถใช้บริการได้

การรับประกันคืนเงินให้บางส่วนในกรณีที่การให้บริการที่ไม่ประสบผลสำเร็จ

การเปิดโอกาสให้ผู้ใช้บริการรายใหม่ได้แลกเปลี่ยนประสบการณ์กับลูกค้ารายเดิมที่ใช้บริการและประสบความสำเร็จไปแล้ว

**ผู้ให้สัมภาษณ์ที่ 12**

**วันที่สัมภาษณ์: 31 พฤษภาคม 2558 เวลาที่ใช้สัมภาษณ์: 50 นาที**

**ส่วนที่ 1**

1. ยังไม่เคยมีแฟนต่างชาติ แต่อยากมี และเคยมีแฟนคนไทยมาแล้ว

2. อยากมีแฟนสัญชาติอังกฤษ เพราะเคยรู้จักคนสัญชาตินี้มาก่อน เป็นคนสุภาพ และจริงใจต่อความรัก แตกต่างจากชายไทยที่มักเจ้าชู้ หากมีโอกาสได้แต่งงานก็อยากไปอยู่ที่ต่างประเทศจะได้มีงานและชีวิตที่ดีขึ้น

3. ปัจจัยด้านอายุ หน้าที่การงาน และฐานะการเงิน: มีความสำคัญมาก แต่น้อยกว่าการมีทัศนคติและนิสัยที่ดีและเข้ากันได้ โดยอยากได้อายุใกล้เคียงกันระหว่าง 27-30 ปี ไม่มากกว่าเกินไป และควรมีหน้าที่การงานที่ดี และมั่นคง อย่างน้อยสูงกว่าตัวเอง ปัจจัยด้านรูปร่างหน้าตาและการศึกษา: มีความสำคัญเท่ากัน โดยควรมีหน้าตาดีและมีการศึกษาที่ดี หรือสูงกว่าตัวเอง

4. ต้องการคู่ครองที่เป็นโสดเท่านั้น โดยไม่ต้องการแฟนที่มีพันธะจากการสมรสมาก่อนแล้วหรือมีลูกติด

5. ปัจจัยด้านสภาพครอบครัวและเศรษฐกิจ: ไม่เป็นอุปสรรค เพราะยุคโลภาภิวัตน์ในปัจจุบันทำให้มีความคุ้นเคยกันอยู่แล้ว ปัจจัยด้านวัฒนธรรมและภาษา: ไม่เป็นอุปสรรค เนื่องจากการเปิดโลกทำให้สื่อสาร เข้าใจ และคุ้นเคยกันอยู่แล้ว

6. สาวอีสานเป็นคนเปิดเผย

7. อยากมีโอกาสไปต่างประเทศ ทำงานในต่างประเทศ สร้างรายได้เพิ่มขึ้น ได้ทักษะด้านภาษาอังกฤษ ได้สิทธิในการเปลี่ยนสัญชาติเป็นชาวยุโรป และอยากได้ลูกที่เป็นการผสมระหว่าง 2 สัญชาติ ซึ่งจะมีความน่ารัก

**ส่วนที่ 2**

1. ไม่เคยติดตาม จึงไม่แน่ใจว่าจะมีบริษัทจัดหาคู่ที่น่าเชื่อถือให้บริการอยู่ มีโอกาสก็อยากใช้บริการ

2. บริษัทจัดหาคู่ช่วยทำให้หาคู่ได้ง่ายกว่าตรงตามที่ต้องการ สะดวก และประหยัดเวลา สามารถมีคู่ได้ง่าย แลละมีชีวิตคู่ที่ประสบความสำเร็จง่ายกว่า

3. อัตราค่าใช้บริการที่เหมาะสม บริษัทที่ให้บริการมีความน่าเชื่อถือ โดยมีภูมิหลังที่ดี ความเอาใจใส่ในการให้บริการของพนักงาน

4. ความไม่มีศักยภาพในการหาคู่ครองได้จริงตามสรรพคุณที่กล่าวอ้าง

5. จะได้รับบริการที่ดีแบบเอาใจใส่เพื่อให้ได้ผลสำเร็จตามที่ต้องการ ซึ่งส่งผลทำให้มีชีวิตครอบครัวที่ประสบความสำเร็จ

6. การตัดสินใจใช้บริการต้องมีความเชื่อถือ ซึ่งบริษัทที่ให้บริการยังต้องแสดงให้ผู้จะใช้บริการมีความมั่นใจและไว้วางใจ

7. อัตราค่าใช้บริการควรอยู่ระหว่าง 20,000-30,000 บาท ไม่ควรเกิน 50,000 บาท

การให้แบ่งชำระเป็นงวด งวดแรก 50% เมื่อประสบความสำเร็จจึงชำระส่วนที่เหลือ

การให้ตัวเลือกมากกว่า 1 คนเพื่อทดสอบและคัดเลือกคนที่เหมาะสมที่สุด

การกำหนดระยะเวลาที่แน่นอนเพื่อทบทวนความสำเร็จจากการใช้บริการ

การอ้างอิงผลงานที่ประสบความสำเร็จที่ผ่านมา

การให้บริการด้วยความตั้งใจและจริงใจ

การกำหนดกลุ่มเป้าหมายที่มีความชัดเจน เช่น กลุ่มสาวอีสานที่เป็นโสดและอยากมีแฟนเป็นชาวยุโรปมากๆ และทำการตลาดโดยสื่อสารให้เกิดการรับรู้ ตลอดจนการกระตุ้นให้เกิดการเลือกใช้บริการ เมื่อประสบความสำเร็จแล้วจึงต่อยอดจากการขยายกลุ่มเป้าหมายให้ครอบคลุมกลุ่มคนทำงาน ข้าราชการ ซึ่งขาดการเชื่อมโยงแต่มีกำลังซื้อมากขึ้น

การใช้กลยุทธ์แบบกองโจรด้วยการแนะนำบริการต่อแบบปากต่อปาก จะทำให้เกิดความไว้วางใจมากที่สุด

# APPENDIX E

# RESEARCH PARTICIPANTS INFORMED CONSENT FORM

# Research Participants Informed Consent Form

Stamford International University

**Research Participants Informed Consent Form**

| | |
|---|---|
| Title of Study | Attitudes And Expectations Toward Matching Services: A Study of Northeastern single Thai Ladies Who Wish to Marry With a Western Man |
| Person(s) conducting the research | Mr.Sutta Meesook |
| Program of study | Master of Business Administration, International Business Management |
| Address of lead researcher for correspondence | 10 Moo 14, Bangpla, Bangplee, Samutprakarn, 10540, Thailand |
| Telephone | 087-999-1646 |
| E-mail | Mr.Meesook@hotmail.com |
| Description of the broad nature of the research | Qualitative research to share ideas of single Thai ladies who were born in Isaan region openly. |
| Description of the involvement expected of participants including the broad nature of questions/topics to be answered or events to be observed or activities to be undertaken, and the expected time commitment | Providing ideas to directly respond the questions in order to get results concerning the objectives within specific time. |

Information obtained in this study, including this consent form will be kept strictly confidential (i.e. will not be passed to others) and anonymous (i.e. individuals and organizations will not be identified *unless this is expressly included in the details given above*).
Data obtained through this research may be reproduced and published in a variety of forms and for a variety of audiences related to the broad nature of the research detailed above. It will not be used for purposes other than those outlined above without your permission.

Participation is entirely voluntarily and participants may withdraw at any time.

By signing this consent form, you are indicating that you fully understand the above information and agree to participate in this study on the basis of the above information.
Participant's Name:

Participant's signature_____ Date_____

Researcher's signature_____Date_____
*Please keep one copy of this form for your own records*

# BIOGRAPHY

**NAME** Sutta Meesook

**DATE OF BIRTH** 05 April 1978

**EDUCATION**

| **YEAR** | **MASTER DEGREE** |
|---|---|
| 2015 | Stamford International University |
| | Master of Business Administration |

| **YEAR** | **BACHELOR DEGREE** |
|---|---|
| 2001 | Mahanakorn University of Technology |
| | Computer Engineering |

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