

**SMOKING BY VENDORS AT NAKHONPATHOM
MUNICIPALITY FRESH MARKET**

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The problem of illnesses among the Thais with the death rate relating to the country's higher smoking phenomena has become one which needs to be corrected. The fact brings about this thesis. This study has set out the purpose of searching for the phenomenal solution for the smoking pattern under the socio-cultural and economic conditions as well as gaining access to the campaign against smoking and different relating law to present the discovered fact to people involved and understanding the social phenomena including leading to the strategies of implementing the solutions to the problem to lessen the rate of illnesses which relates to smoking and to decrease other social problems that follow. This thesis has been accomplished with the mercy and assistance of several instructors. The researcher wishes to express her gratitude to Asst. Prof. Lue-chai Sringuenyuan, Assoc. Prof. Mullika Muttiko who kindly gave their fruitful counsels, suggestions and advice. She also would like to thank every vendor who has cooperated fully in giving the worthwhile data and knowledge for the sake of this study.

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ABSTRACT

This study employed a qualitative research method using informal and in-depth interviews, participant observation and non-participant observation techniques, to study the socio-cultural patterns of 15 male smoking vendors working in the municipal fresh market Nakhonpathom.

Among one group of vendors, cigarette smoking began in teenage hood and in another it began when they started work. The current smoking habit resulted from this use. Work, peer group, relationships with colleagues, customers, environment, lifestyle, family and economic status influenced the presence and maintenance of smoking. Nowadays, smoking is found in two patterns; the first is regular smokers who smoke all the time or all occasions, everywhere, and whenever they want to smoke. Without smoking, they would start fidgeting, or hands shaking. Generally they have a long history of smoking. The second group is irregular smokers. Some vendors defined smoking as a way to release stress, sleepiness, and fatigue from their workload and from a boring working environment. Smoking also is defined as a signal of generosity among friends and colleagues, a way to increase pleasure during conversations with friends or customers and to release a feeling of loneliness as well. Most of the smokers buy Krongthip because they are familiar with its taste and its availability. They spend between 50-2000 baht a month for cigarettes. Those who want to quit, buy cigarettes separately or they choose to smoke a kind of cigarette made from rolling tobacco in Chak leaves especially those who are married and starting to experience health problems. The campaign against smoking by using a warning message on the cigarette package still does not convey clear message. Knowledge from other types of media is also inadequate. There is no campaign against smoking in the market. The law against smoking in public areas is recognized by only a few people. There is no media display at the fresh market. Only a few people smoke in the restricted places. Moreover, the law forbidding selling cigarettes to children under 18 has turned out to be ineffective since there are numerous stores and the owners don't strictly comply with the law.

Suggestions from this study are that there should be development of vivid warnings that convey the hazards of smoking e.g. pictures and a media campaign that are in accordance with the vendor's lifestyles such as more announcements on the night television programs, more campaigns in the fresh markets with posters, exhibitions, etc. and this must go along with the campaign against alcohol drinking as well. Furthermore, it is necessary for the law forbidding selling cigarettes to children to be enforced. Campaigns should also be aimed of especially at those who have never smoked and those who want to quit.

KEY WORDS: SMOKING BEHAVIOR / VENDORS / SOCIO-CULTURAL PATTERNS

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บุหรี่ในโลกและวิถีชีวิตของพ่อค้าในตลาดสด: กรณีศึกษาในตลาดสดเขตเทศบาลเมือง จังหวัดนครปฐม
(SMOKING BY VENDORS AT NAKHONPATHOM MUNICIPALITY FRESH MARKET)

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ศศ.ม. (สังคมศาสตร์การแพทย์และสาธารณสุข)

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บทคัดย่อ

การวิจัยครั้งนี้เก็บข้อมูลด้วยวิธีการวิจัยเชิงคุณภาพด้วยเทคนิคการสัมภาษณ์อย่างไม่เป็นทางการ และการสัมภาษณ์แบบลึก (Informal & In depth-Interview) การสังเกตแบบมีส่วนร่วม (Participant observation) และการสังเกตแบบไม่มีส่วนร่วม (Non-participant observation) วิธีการสัมภาษณ์อย่างไม่เป็นทางการและการสัมภาษณ์แบบลึก (Informal & In depth-Interview) มีวัตถุประสงค์ เพื่อศึกษาแบบแผนทางสังคมวัฒนธรรมของการสูบบุหรี่ของพ่อค้าหาบเร่แผงลอย ในเขตเทศบาลเมือง จังหวัดนครปฐม จำนวน 15 คน

ผลการศึกษาพบว่า พฤติกรรมการสูบบุหรี่ของพ่อค้าในตลาดสด มีจุดเริ่มต้นสูบมาตั้งแต่วัยเด็ก วัยรุ่น และวัยทำงาน แบ่งเป็น 3 ช่วง คือบุหรี่มวนแรกในช่วงวัยรุ่น บุหรี่มวนต่อมาเมื่อเข้าสู่การทำงานและบุหรี่ยุคปัจจุบันที่มีผลต่อเนื้อเยื่อยาวนานมาจากบุหรี่มวนแรกและมวนต่อมา ซึ่งบริบทการทำงานในปัจจุบัน ได้แก่ ลักษณะของงานที่ทำ ปริมาณงานในแต่ละวัน กลุ่มเพื่อนร่วมงาน ความสัมพันธ์กับผู้ร่วมงาน ลูกค้า สภาพแวดล้อม รูปแบบการใช้ชีวิตในแต่ละวัน สภาพครอบครัว สภาพเศรษฐกิจ ส่งผลให้บุหรี่ยังคงอยู่ แบบแผนการสูบในปัจจุบันพบได้ 2 กลุ่ม คือกลุ่มที่ 1 สูบเป็นประจำ สูบได้ทุกเวลาทุกโอกาส ทุกสถานที่ ที่ต้องการสูบ ถ้าไม่ได้สูบจะมีอาการหงุดหงิดมือสั่น มีประวัติการสูบมาเป็นเวลานาน กลุ่มที่ 2 สูบไม่ประจำ ความถี่ของการสูบจะไม่แน่นอน ขึ้นกับโอกาส เช่น เวลาพักจากการทำงาน พ่อค้าในตลาดสดให้ความหมายของการสูบว่าใช้เพื่อบรรเทาความอยากจากความรู้สึกเคียนต่อการสูบมานาน เพื่อบรรเทาความเครียด ความง่วง ความเหนื่อยล้าในการทำงานจากภาระของงาน สิ่งแวดล้อมในการทำงาน การแสดงความหมายของการมีน้ำใจในระหว่างเพื่อนและการติดต่อกับลูกค้าเพื่อเพิ่มความเพลิดเพลินในขณะที่สนทนา เป็นเพื่อนแก้เหงา ส่วนใหญ่จะซื้อบุหรี่ห่อกรองทิพย์ เนื่องจากเคียนในรสชาติและหาซื้อได้ง่าย ค่าใช้จ่ายประมาณ 50-2,000 บาทต่อเดือน ในคนที่อยากจะเลิกจะแบ่งซื้อเป็นมวนและสูบไปจากแทน โดยเฉพาะคนที่มีการสูบแล้วและเริ่มมีปัญหาสุขภาพ การรณรงค์เพื่อการไม่สูบบุหรี่จากคำเตือนข้างซองบางข้อความยังสื่อความหมายได้ไม่ชัดเจน ความรู้ที่ได้รับจากสื่ออื่น ๆ นั้นไม่เพียงพอ ไม่มีสื่อการรณรงค์ในตลาดสดซึ่งเป็นสถานที่ทำงาน กฎหมายการห้ามสูบบุหรี่ในที่สาธารณะมีเพียงบางส่วนเท่านั้นที่ทราบว่าสถานที่ใดที่ควรงดสูบ และปฏิบัติตาม มีน้อยรายที่แอบสูบแม้จะอยู่ในที่ห้ามสูบ และกฎหมายการห้ามซื้อขายบุหรี่ในเด็กต่ำกว่า 18 ปีนั้นเห็นว่าไม่ได้ผลเนื่องจากแหล่งซื้อขายมีมากและร้านค้าไม่ได้ปฏิบัติตามกฎหมายอย่างเคร่งครัด

ข้อเสนอแนะที่ได้จากการศึกษาครั้งนี้ คือ การพัฒนารูปแบบสื่อคำเตือนให้สามารถสื่อความหมายของอันตรายจากการสูบบุหรี่ให้เข้าใจง่ายขึ้น เช่น การใช้รูปภาพ การรณรงค์ผ่านสื่อต่างๆ ให้เหมาะสมกับวิถีชีวิตในกลุ่มพ่อค้าหาบเร่แผงลอย เช่น การประกาศทางโทรทัศน์ในรายการกลางคืนเพิ่มขึ้น การรณรงค์ในตลาดสดทั้งรูปแบบของโปสเตอร์ นิทรรศการย่อย เพื่อให้สอดคล้องกับวิถีชีวิตของกลุ่มคนเหล่านี้มากที่สุด และควรทำควบคู่กับการรณรงค์เพื่อการไม่ดื่มสุรา การเพิ่มความเข้มงวดต่อกฎหมายห้ามซื้อขายบุหรี่ในเด็ก และการรณรงค์ในกลุ่มที่ยังไม่เริ่มสูบบุหรี่หรือเพิ่งเริ่มต้นสูบบุหรี่ เช่น ในโรงเรียน มหาวิทยาลัย ตลอดจนการสนับสนุนให้สถาบันครอบครัวมีส่วนร่วมในการรณรงค์เพื่อการไม่สูบบุหรี่ และการหาหนโยบายการรณรงค์ช่วยเหลือในเชิงรุกที่มีประสิทธิภาพสำหรับกลุ่มพ่อค้าในตลาดสดที่ต้องการเลิกสูบบุหรี่

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CHAPTER 1

BACKGROUND AND SIGNIFICANCE OF THE PROBLEM

Since Rattanakosin period, smoking or possession of cigarette represent a high social status. It is a tool of feudalism. It signifies elegance, modernity, western prestige, civilization and respectability. It is also a symbol of male dominance and identity in the society. The current meaning of “cigarette”; however, has changed. “Cigarette” has turned into a hazard, a danger to individuals in the society. Society has added negative implication toward cigarette and defined it as a taboo. Smoking is thus an unpleasant and improper behavior. Everyone in the society perceive its danger, ailment and diseases as well as smoking causes gradually death. There are a number of medical reports confirm on the hazard of cigarette. In 1964, the Surgeon General Association of America revealed that smoking is the major cause of death that influencing to an increasing rate of lung cancer in every country. Two years later, the United States Surgeon Association produced a report on the relationship between smoking and the occurrence of lung cancer, COPD, Bronchitis, heart and blood circulation diseases. This is leading to the first publication of warning message at the side of cigarette case in America. (Phani Rangsuksan 1993: 10). From the statistics revealed by World Health Organization approximately 3,500,000 people died caused by smoking each year and by a prediction it will be increased to 10 million in 2020 (Aem-orn Bhudhiphisitchet 1999 : 1). This estimated numbers imply to 3 million in developed countries and 7 million in developing countries. It is crucially considered that this incidence incline to be found in developing countries especially with women and youngsters.

American Environmental Protection Agency (EPA) has studied and analyzed on the effect of cigarette smoke toward respiratory system of passive smokers and concludes that cigarette smoke is Grade A cancer-generating substance (the most severe) and is the most harmful air pollution. The smoke is not only harmful to the smokers themselves, but also causes air pollution which has an effect to harm the health of closures-by or surrounding people. It is because the environmental tobacco

smoke or ETS consists of over 4,000 kinds of poisonous chemical substances when it blows into the air. WHO identifies the cigarette smoke as an unsafe cancer-generating substance at whatever amount of it we received. According to scientific studies of The Life Extension Institute of New York, ETS recipients who are passive smokers or secondhand smoker have the risk to sick with heart disease, cancer and other diseases more than those who deprived. The health of secondhand smokers is therefore not different from that of smokers (Wiyada Khaon, 1999: 2). Through the 90th century, over 3 million people died from the diseases caused by smoking and most of them died at the age between 35-69 years or at middle age (Information Center, Campaign for Anti-smoking Association, 2001: 2)

These illnesses make the patients suffering as well as bring about a big burden on treatment expenses to them and their families including the government, particularly those who are poor or those with low economic and social status. As for Thailand in 1993, there were 41,000 deaths caused by smoking-related diseases (Praphapan Thevakul Na Ayuthaya 2000, 26-28) which account for the country's economic loss and can be regarded as an obstacle in country development especially in developing countries with smokers nearly outweighing smokers throughout the world.

From the survey on smoking behavior among the Thai population which conducted by the National Statistical Office in the year 2001, it is discovered that 51.3 million people of age 11 years and above smoke. Among this group of smokers, 12 million or 23.4% are regular or daily smokers, 10.6 million or 20.6% are occasional smokers. In the year 2001, the group of regular smokers have increased approximately 0.4 million from the year 1999. Moreover, the survey revealed that 88.1% of the regular smokers smoke at home with other household members, which is considered as a close hazard to individuals and it becomes day-to-day accumulation in our bodies (Matichon Daily Newspaper, 2002: 24). With an approximation of 10.6 million regular smokers of 11 years old and above, 10 million were males and 0.6 million females. In the year 2001, it is discovered that the average age to start smoking is 18.5 years old, when males starts at the average age of 18.3 years, females 21.9 years (The National Statistical Office: 2001).

In the countries with high smoking rate, males of age 35-39 years and females of age 40-60 years are the biggest group of smokers. As an overview, smoking rate is declined in all age groups. However, population in other age groups such as working age especially males are found with higher smoking rate than other groups. By the survey conducted in November 2001, it was discovered that among the whole country population of 63.13 million people, there were 34.16 million workers comprising 33.19 million employees, 0.82 million unemployed and 0.14 million latent unemployed. Among this, there are 14.94 million agriculturists or 45.01% and 18.25 million extra-agriculturists. Compared to November 2000, there was an increase of approximately 1.44 million employees of agricultural sector. Another interesting data is the highest proportion of regular smokers is those with education level of lower than primary education and the uneducated (22.7% and 22.3% respectively). As the whole, those occupation groups have rather low economic status when compared to other occupation groups in the society. The result of the survey, therefore, shows economic and social characteristics of smoking population in Thailand that there is no difference from other developing countries (The National Statistics Office: 2001).

From the study of Praphapan Dewakul Na Ayutthaya (2000: 17), it is found that the phenomena on smoking has been occurring worldwide are obviously different between the past and present times especially in term of the widespread of smoking situation. In the previous decades, smoking was prevalent in only developed countries while their population with high-income are considered as the main customers of cigarette manufacturers than low-income population. However, during the past 30-40 years, those with high income have smoked less while those with low income still practice continuous smoking and this behavior has expanded more to the developing countries. Smoking practice is arising in low to moderate income population rather than those with higher economic and social status. Nevertheless, from the past situation, smoking population with low-income has not been given attention as the target group for study even though it is the main group of the world's smoking population. (2000:17)

The widespread situation of smoking popularity among the population and the involving problem makes it difficult to deny the impact of the penetration of cigarette industry into the Thai market from both international cigarette industry and domestic cigarette industry under the administration of Tobacco Plant, especially when there is a positive response to the policy of free trade. International Trade Agreement brings about free flow of trade of goods and services including cigarettes, resulting in more market competition of cigarettes. There is reduction of price, more advertisement and sales promotion as well as other activities which are a stimulus of customer needs. There is a survey on the impact of free trade on cigarette consumption which discovers that in four countries in Asia, i.e. Japan, South Korea, Taiwan and Thailand which opens up free trade with the United States during the 1980's, cigarette consumption per head has increased nearly as much as 10% in the year 1991, which indicates that such trade agreement plays an important role toward cigarette consumption situation particularly in developing countries (Praphapan Dewakul Na Ayutthaya, 2000:15)

Thailand has imposed on different measures to control the amount of cigarettes and prevent the importation of cigarettes which contain hazardous substance to health. It has prohibited advertisement and publicization of cigarettes and tobacco. It has also issued various laws on the control of tobacco consumption among the Thais as well as ordered that there be a warning label on the danger of cigarettes on cigarette cases, etc. (Phongsak Srisa-arn, M.P.P.1) These laws have been enforced and implemented in different forms which is a new phenomenon in the Thai society. The attempt of various agencies and organizations concerned with anti-smoking campaign has played a part in reducing Thai society's dependence on smoking and boosted the awareness toward the side-effect on health, economic, social and environment. (Chuchai Suphawongse et al., 1999)

Low to moderate income population group mostly earn income from a wide variety of laborious occupations whether it be in industrial sector, agricultural sector or service sector. All are in informal economic sector, which includes self-employed laborers or the so-called "outside laborers" which is a part of extra-system economy. Important extra-system occupation groups are vendors, household manufacturing and other services. (Phanthip Petchmark, 2000:1) They are in unregistered or not legally

operating organizations or else unprotected by any welfare system which according to the survey done by the National Statistical Office in the year 2543, it is discovered that there is 20,887,400 extra-system labor throughout the country or equivalent to 67% of the whole workforce. They are 11,981,000 males and 8,906,500 females (Non-governmental Organization Network for Extra-system Workforce, 2001:7) Population in the extra-system labor sector are scattered throughout the country. They are mainly concentrated in the communities and major cities especially in Bangkok and surrounding provinces. (Akin Rapheephat, 1997:194)

The nature of work of the people with occupations in the society's extra-system workforce is mainly the working crucial to the social and economic survival and plays an important role in the increase of production as well as the distribution of income which is beneficial to the country's economy. At the same time, the various occupations undertaken by them bring about direct income for their families. (Viroj Tulaphan op.cit. Lue-phong Buapetch, 2000:39) This group of people is therefore importantly and undeniably regarded as the consumers' products and services production unit, particularly for the society's middle-class and high-class members. For example, Vendors play a role in sustaining the products' price from hiking rapidly, help distribute the products from manufacturers to consumers at a high pace, facilitate the people in buying the necessities, are a major source of food for the urban workforce, enable the under-educated poor as well as the unskilled urban migrants from suburban areas to have careers to support their families (Prachum Suwatthi, 1980:45) Thus, the vendors are an essential life-force for a number of the urban poor.

Vendors are poor income-earners, mostly lowly to moderately educated, middle-aged to elderly, survived on this career for a long time and without previous occupation. They are those who depend on selling for household financial survival with adequate income but no saving, mostly occupants of fixed stalls with over 10 hours of selling period per day. Most products sold are basic necessities. These Vendors suffer from having to pay the extra-system expenses. They lack low-interest financial institutions to loan from and are deprived of governmental infra-structural services, welfare, basic health care, medical services as well as laborious rights and protection. (Achariya Chancherngrob, 2001:1) Their working condition is physically

and mentally vulnerable. There are no standard safety measures. They are exposed to road accidents. They are illiterate, overwhelmed with the feelings of inferiority by being looked upon as “low and illegal.” They are also infested with other problems such as financial problems, problems of being taken advantage of, problems of insecure and concentrated housing, family problems and welfare problems including numerous arising problems which put these people in an ever-strenuous and stressful state. (Siriporn Jirawatkul, 1998:16) These conditions lead to reliance on cigarettes, stimulants and other additives. There is no clear explanation as to why this group of people maintains a high proportion of smoking despite their meager income and why prevalent campaign against smoking fails to dissuade them from smoking especially when considering these Vendor’s ways of lives as urban poor.

1.1 Research questions

1. What is the smoking pattern among Vendors in fresh market? (The first smoking experience?; How long or how many years have they been smoking?; Smoking frequency?; Number of smoking?; Pattern of socio-cultural context of smoking; Cigarette brands; Smoking expenses, etc.)

2. Socio-cultural and economic conditions on smoking (age, sex, working condition, working stress, family atmosphere and smoking of members within the family, income, colleagues, neighbors, etc.)

3. How much and how are these Vendors accessible to the information regarding the disadvantages of smoking and campaign against smoking (e.g. Does the warning on cigarette cases have an impact on the decision to refrain from smoking and how?; Laws banning the selling cigarettes to children; Laws banning the smoking in public places; Health problems directly or indirectly relating to smoking, etc.)

1.2 Objectives

There are four main objectives in this study:-

1. To study social and cultural patterns and context of smoking among Vendors in fresh market.

2. To study the contextual condition and relationship influencing to smoking behavior particularly the working condition and environment, and family status.

3. To study the accessibility of measures, information sources regarding the harm of smoking as well as campaign activities to stop smoking in vendors group.

1.3 Usefulness of the Study

1. This study will contribute to a better understanding on socio-cultural dimension, perception towards smoking in regards to the definition given to smoking, conditions and context leading to smoking, smoking patterns, perception toward information regarding campaign against smoking, vendors' health problems causing by smoking.

2. This study serves as a guideline for an initiative to set up an effective policy against smoking under a socio-cultural dimension consideration. Therefore, it comes up with the utilization of appropriate media to campaign no smoking, to generate awareness and recognition on the hazard of smoking and marketing strategies of those cigarette companies among the vendor group and the other groups with similar characteristics.

3. This study serves as a guideline for future research relating to smoking behavior among vendors.

1.4 Scope of Research

The population group under this study is Vendors in the municipality fresh market, Nakhon Pathom Province.

1.5 Definition

Market means a certain place or certain places adjacent to each other in a certain area with suitable site, a factor of community as central place. It serves as a

venue for regular economic exchange of goods and services to earn a living and to spend money for basic necessities of people in a particular area.

Vendors means person or group of persons who sell goods or services of any type in a market or public place, public street or sidewalk categorized into 2 types, i.e. constantly moving type, e.g. a person who shoulders or carries a utensil to offer his product in various places by moving on foot or with facilities such as push-cart, bicycle and secondly, fixed type, i.e. a person who sells goods and services with definite location or else scarcely moving and unregistered in any social security system.

Smoking patterns means expression or activity relating to smoking, i.e. first experience of smoking, subsequent roll, current roll, duration of smoking, number of roll per period, time and occasion of smoking, popular brand, expenses.

Socio-cultural and economic conditions means lifestyle from past to present, nature of work and environment including attitudes as well as values attached to cigarettes.

CHAPTER 2

LITERATURE

A review of literature concerning the pattern and context of smoking of the vendors which is considered a Self-employed group in the Thai society yet received little interest from public in general, consists of the following:

1. History of cigarettes in Thai culture
2. Social acculturation, family and smoking
3. Socio-cultural, economic context and occupation of vendors
4. Economy, poverty and smoking
5. Work context, stress and smoking
6. Meaning of cigarettes in cultural perspective
7. Campaign against smoking and Tobacco Company marketing
8. Beliefs and Smoking behavior of Thai people
9. Conceptual Framework

2.1 History of cigarettes in Thai culture

In the past during Ayutthaya to Rattanakosin period, cigarettes held significant meaning in spirituals. They are social special items, frequently found among the utilities of those privileged people. Cigarettes are symbols of power and are attached to the elites who are a centre of culture. In the reign of King Rama V around 1957, cigarettes became a sign of taste, elegance, modernity, prestige, western civilization, daringness. Cigarettes held positive implication of social heroism. From the work of Sa-nga Kanjanakapand (1976-1981), Lawan Chotamara (1984), part of it described the Thai society in the reign of King Rama V which was overwhelmed with western stores as western civilization over flew into the kingdom. This included shops and stores which sold only western cigarettes which were very popular among urban customers. The store trade-marks, types of cigarettes and cigarette accessories are all

available in terms of their wide variety and novelty. Smoking therefore signified elegance, status, impeccability, meticulousness in the selection of cigarettes as well as the person's taste.

Records of foreigners living in Thailand depicted cigarettes not differently from what the Thais discovered. Patriach Pallegoix (1963) living from Rattanakosin period to the Reign of King Rama V asserted that cigarettes were used by the King to welcome distinguished guests. Betel trays were magnificently arranged and decorated; cigarette cases prepared to give out to honored people on special occasions. Cigarettes symbolized equal civilization and the statuses of both giver and receiver. They also meant socially precious items. Travel throughout Siam allowed one to see villagers smoking local tobacco as well as prevalent cultivation. (Visit Silpasuwanchai, op.cit. 2001:4)

Later the society was aware of the danger of smoking, a research was launched about the danger, pollution and health problems, bringing about negative attitude toward cigarettes.

Phenchan Suttephichetkul (1991), Suchada Metheekunaporn (1994) Wiyada Khao-orn (1999) emphasized the study of relationship between the behavior of quitting smoking as a result of campaign through different media by proposing that the perception of information describing the danger of cigarettes and resistance against cigarettes has an impact upon negative attitude against cigarettes which leads to reduced amount of smoking in the society and concluded that constant campaigns should be increasingly under taken and penetrated into specific groups.

2.2 Social acculturation, family and smoking

Sociologists put a lot of importance upon the learning process, status, role and social values by giving significance to self concept so as to understand the characteristics of personality and compliance with the role compared to other persons. Individuals through learning from socialization process through actions with symbols. Social acculturation has both direct and indirect way (Suphattra Supharb, 1986 op.cit. Benjawan Kamthornwatchara, 1994) since childhood until the elderlyhood because the society changing, people are forced to learn in order to adjust themselves into the

new society phenomenon or change the status, it is necessary to learn new things, thus social acculturation occurs with people of all ages.

Social role is a status identified. It defines who and which role should be assumed e.g. male is the leader, Parents hold on children and children are supposed to look after their parents when they grow old. Individuals often play roles as expected by the society. They learn from social acculturation through symbolic interaction, which male's smoking compares to his dominance over female. A man who smokes means hard working. Smoking symbolizes growth into adulthood, resistance against power, regulation and social control. It shows a person's transience into adulthood, contemplation, leadership or otherwise defines lack of order, relaxation or relief of nervousness, embarrassment, freedom, all of which appear in every culture. One aspect of smoking behavior in females shows equality between female and male, and an alienation from female in general. Smoking can also be used to express boyishness or mannishness, the quality of not being a woman (Wisit Silpasuwanchai, 2001) Later when it's time women play greater roles socially, working outside the home, they have a chance to get in touch with outside world including more and varied media influences, women became more accustomed to smoking. (Rodin& Ickovics, 1990)

Upon explanation that smoking signifies identity or power, bringing about deviation of a person's behavior away from the society, smoking arises from indirect social acculturation from the fact that one's parents, siblings, peers or others in the society smoke. Therefore, a person acquires the experience, observation or learning by doing; for example, on noticing one's parents smoke or one's friend, movie star, famous artist appearing in various media smoke, one tend to imitate their smoking behavior; in other words, this is a way of life influenced by one's family, culture, values, belief, social factor, role pattern and media, which one's way of life coerces one in childhood or adolescence to adopt a behavior risky to health. (Vernon, E.L., 1991) Certain factors being the main cause of these people's behavior are family characteristics, economic factor, race, and social environment. Examples of families which may cause problems are broken families, families without leader and families with remarried parents. Characteristics of family structure are issues creating problems for people in their childhood and adolescence e.g. poverty, lack of education, malnutrition, migration, lack of order, irresponsibility. Thus, children or adolescents

have the chance to live a different way of life. This way of life relates to behavior which has a supporting factor for other risky behavior, i.e. stress, low self-esteem or high frustration. Teenagers are less able to cope with problems, deprived of skills of management of stress toward pressure such as poverty (CDC, 1992) which they may avert problems or adopt a drug addict behavior (Vernon, E.L.,1991)

Much research has studied smoking behavior of varied groups of population and discovered that the prime cause of smoking has mostly been imitation of members in the family, peers; curiosity; socialization; fashion; seeming maturity; stress from work. Smoking behavior is; however, one social value inherent in every culture (Achara Sroythong, 1998) Teenage tend to start their smoking behavior, which is regarded as an age of change, of adaptation. Research result shows that Thai smoking population starts their regular smoking behavior at the age of 11 or more, categorized according to the starting age in both sexes. It is discovered that the high rate is in the age gap of 15-19 years that is 55.88%, secondly is 10.14 years of 10.86%

Another social factor which is inclined to cause stress is a change of jobs or workplaces which is to be elaborated later. The persons who change jobs will experience tension more than those who don't. Nowadays rural people migrate into and seek housing in urban slums. Some others are taken advantage of or are forced to struggle in the society. These things prohibit them from adjusting physically and mentally, making them stressful. Encountering these problems depends on internal and external factors which encourages him to form a risky behavior.

2.3 Socio-cultural, economic context and occupation of vendors

Fresh market which is the venue for offering products that are daily food and utilities has an evolution following the expansion of settlements. Streets play greater role; trading pattern has changed from floating market to street-vendors along the footpaths and in fresh markets.

Statistics in the year 1980 in 24 Bangkok Metropolitan areas shows there are 220 markets and altogether 33,478 stalls or an average of 152 stalls per market. An approximate population figure of 23,426 per market or 153.9 persons per stall. According to the study of the condition and style of markets in Bangkok, it is

discovered that mostly peddlers are retail sellers who sell during 6 a.m. to 6 p.m.; while stall-keepers are wholesalers of vegetables and fruits, being retail only partly. Stall-keepers sell from 3 a.m. to 6 p.m. They come from suburban provinces and nearby areas to rent stalls close-by or collectively and take turns selling for the whole day to save costs. Big markets are generally located in concentrated communities. (Kiet Jiwakul et.al., 1982: 68)

To earn a living in the fresh market creates problems with an impact on people's lives as a whole. These problems are:

1. Pollution and dilapidation of environment. Because there are a large number of commercial buildings around the market area, the inside of the market is dense and dark; circulation of air is unsanitary and without proper maintenance.

2. Sanitation, because of 24 hour service and the narrowness of the way inside the market, transportation of merchandise becomes difficult, relaying of products goes on inefficiently, vegetables and fruits drop off haphazardly and smell including the outside area of the market such as the footpath or sidewalk, transportation of merchandise goes on all the time, having a large effect on the health and sanitation of people and customer.

3. Eradication of waste water and water drainage. Waste vegetables on the floor, the pipe and the footpath, clogged drainage pipe, sending off bad smell and creating infection resource.

4. Refuse and trash problem. Because of disorderly throwing of rubbish among the vendors, the 24-hour transportation and the lack of adequate rubbish disposal containers, there smell that is dangerous for the health of the people. (the Secretariat of the Senate, 1994:7-19)

Prachum Suwatthee et.al. (1980: 45) studied the vendor's life in Bangkok and found that vendors are the middlemen that link the hub of suburban and urban marketing activities with lower investment than stores and shops, which help support the price of merchandise from running on a hike, distribute the products from the producers to the consumers, facilitating the people in buying the necessities. This provides the poor, undereducated and unskilled with family-supporting occupations.

Vendors have low income on an average of 106.21 baht/day from their daily invested money of 100-500 baht/person and annoy others, utilize public places to earn a living, obstruct public routes and are also social problems.

Vichai Roupkhamdee (1990) studied “the policy of peddler’s improvement in Thai society” and considered that the vendors are poor people and buyers from peddlers range from middle-class people to low-class.

Kokchai Chairasmikul et.al. (1994) studied the social and economic background of vendors around Laadprao, Chatuchak and Bangkok and found that peddlers and stall-keepers in this area have undertaken for more than 10 years. They are of low-income, outside Bangkok, live in the selling area and rent a house with the family or relatives and call themselves “earn dawn; eat dusk”

Vichanya Bamrungchol (1998) studied vendors in Pathumwan District, Bangrak, Rajthewi and Phyathai and found that most peddlers and stall-keepers are mainly females rather than males. Some entered into their career since they are young; while they are at primary level. They are single family and work as vendors solely without other occupation. They have low income, cannot expand their business and migrate from suburban areas. The reason for coming to trade is because of the lack of knowledge, poverty and no guarantee as to whether they will be able to control the workplace. Most vendors sold are food, beverage and utilities. These are fixed and there is no need to pay the rent for stalls but sometimes they pay to the municipality officers. The problem found is capture because they smuggling on Wednesdays. Improvement of location is needed to be assured or fixed without pollution and with cleanliness.

Panithi Suksomboon (2002) studied the group of female vendors from eastern provinces living in Nang-Lerng community and found that most of them are migrants from suburban areas to look for work. They first came as hirees, home servants or hired laborers before turning to work as vendors for better returns. They get married and rent small rooms in Nang-Lerng community. Some live with their families; with husband while leaving their children at suburban homes and send cash every month; or live singly and leaving her husband and children with their own families. Their occupation forces them to get up early to buy stuff from nearby market. No time to take care of children; they work till nighttime or until there’s

nothing to sell. Their earnings are not constant; they are tired out but don't know where to turn to for work. They have to pay the stall rent to municipalities or private owners and flee from being caught by the municipalities and are afraid all the time of being hit by a car. They have no money left in each month.

Most of them have moderate or low education; lower income; middle-aged to elderly; have taken this occupation for a long time and no previous occupation. They migrate from the suburbs without high-skilled training as to their occupations. (Panithi Suksomboon, 2002:5) Daily living in the family depends mainly on earnings from selling which earns enough income but no savings. Normally they own fixed regular stalls with selling period per day more than 10 hours, mostly sell daily necessities. They have problems of having to pay extra-system expenses. They can't loan from low-interest financial institutions. The lack of provision of state infrastructure, welfare, health insurance, rights and benefits, being chased away from earning land, being threatened from officials are all the reasons for the lack of security and safety.(Achariya Chancherngrob, 2001:1-5) Working in the physically and mentally vulnerable environment without measures in maintaining standardized safety prone to street and accidental risks, low-education, illiteracy, inferiority sentiment, being looked down upon as "low in status and illegal" including various overwhelming problems whether they be financial problems, insecure and housing problems, family problems, welfare problems as well as other numerous problems are the reasons for these people's constant chronic stress condition. (Siriporn Jirawatkul, 1998:16) They are the conditions that lead to dependence on cigarettes, stimulants and other addictives.

Most vendors are people in labor age who migrate from the suburbs to find jobs in town because of the lack of earning land. Technological and economic development that disperses to suburban areas causes overwhelming labor force to migrate into town, separating from their families and undergoing the state of inferiority than various urban groups both in financial status, living condition, educational and career opportunities, the state of being in lower class category even without clear indicator such as sex, race or background, the overall living condition counts. Besides, class identity also serves as consciousness that most easily creates conflicts in the society. (Sakolkarn Insai, 1996:2)

Long hours working under pressure from hazardous environment, smell of refuse in fresh market, polluted water, unexpected income, career insecurity, low self-esteem, future unpredictability, loneliness from being away from home to working in unacquainted town, adjustment into the lives and urban society, alienated life without support from family institution, these problems and conditions may result in the vendors risky behavior of dependence on cigarettes and other addictives.

2.4 Economy, poverty and smoking

Thai agriculturalists have been transferred knowledge on agricultural technology. We have been able to increase our production over the demand, causing oversupply problem. Agriculturalists were low in their knowledge of production planning and marketing, creating low product price and loss. They suffered and had to ask for loans to continue their cultivation. At the same time, governmental assistance has been ineffective; therefore, the problem led to more poverty among local and suburban people causing migration. The population under the poverty line confronts health problems more than the better-off. Examples of poor people in major cities of Bangkok and another 3 cities, i.e. Chiang Mai, Nakhon-ratchasima, Songkhla have an average age of 44.19 years with lower than primary level of education. They receive wages, are hired as factory laborers and vendors, mostly live in slums. Access into governmental infrastructure whether it be pipe water or electricity is difficult. (Medhi et.al., 1987:P1) Poor quality of life, whereas the number of poor people increases and these people congregate in the same area until they become members of urban poor communities.

In recession, self-employed group or low-income group confronts the problem of survival which has an effect on mental condition. Doctor Yongyuth Wonphiromsan stated that the poor, when facing pressure, are inclined to resort to violence both intra and extra violence e.g. drinking more alcohol, beating members of the family (Bhawana Chaisanguan, 1998:26) Normally the jobless often feel tense, some develop distorted behavior by getting together and starting smoking and drinking. (The Disadvantaged Voice in Crisis Project, 2541:15)

Research of Narong Petchprasert et.al. (2002) on “Adoption of Welfare System for the Poor and the Disadvantaged in Thai Society” also looks at poverty above the poverty line and concludes that there are four factors which lead the Thais to poverty and disadvantage. They are life attitude; access to social resources; social, political and economic inequality; and lastly, welfare system.

Disadvantage, life condition and insecure income of the vendors have an living impact; necessitate outlets to solve the problem of poverty. Those who are unable to cope with the problems that threaten life and general living choose to have risky behavior e.g. smoking with the hope that it can relieve tension. One biological factor explains the effect mechanism of nicotine in cigarettes that smoking in the first place energizes smoker; therefore, when the poor choose to smoke, they feel it can help reduce tension and so continue smoking until it becomes a habit and an addiction at the end.

Vendors have needs not different from people in other occupations – they want good returns from work, job security and mobility, pleasant work environment, acceptance from others in the society, ability to show off their competence or self-determination. However, in practice they are unable to determine accurately their income and time regarding their work. They have to work hard and long hours in dirty environment since refuse and waste water is found prevalently in the fresh market. They can't expect any job security. The society views the occupation as something inferior, no bargaining power, rarely recognized by the society, low motivation. These things pressure vendors from their work so some of them develop distorted behavior by getting together and starting smoking and drinking. (The Disadvantaged Voice in Crisis Project, 1998:15)

2.5 Work Context, stress and Smoking

Nowadays the society changes rapidly from agricultural society to newly industrialized society. People in major cities especially in Bangkok and surrounding provinces live more competitive lives. Solitariness and self-reliance prevail. Such state produces constant stress among the people in their daily lives. Work stress accumulates both in quantity and quality. People in their working age spend most of

their time working approximately 8 hours a day. This excludes overtime work for higher wages or work on holidays as seen in daily newspaper about suicide, killing or harming others, hallucinatory drug usage or higher drug-taking. The significance of work stress not only negatively affects mental health, higher and continuous stress also weakens the body and destroys its ability to resist diseases, enabling various diseases to take forms e.g. cardiac disease, diabetes, asthma, obesity, cancer and psychosomatic symptoms which are abnormalities such as sleeplessness, high sweating, headaches, stomachaches without any clear cause. (Bloom, 1988) Stress is linked with other diseases e.g. gastritis, hypertension, stress and smoking problem, drinking and drug-addicted.

Basic concept about relation between stress and illness is a matter of relevance between body and mind or to state clearly it is a matter of thoughts, emotion and body (Anderson, 1988)

Cooper & Marshall (1979:11-28) defines that work stress means sentiment resulting from environmental factors – overload of work, confusion and conflicts in the given role, bad work condition, work requiring high responsibility and uncreative relationship with others. These factors render enough pressure for people to bring about physical illnesses and bad mental health.

Aphorn Phu Wittayaphan (1999) defines ‘work stress’ as the condition that an individual perceives or assesses work-relating factors e.g. amount of work, role, responsibility and relationship with others, etc. that have a direct effect on body, mind and the work efficiency of that person both positively and negatively.

Keereemas Atenta (1999) defines work stress as imbalanced and improper interaction between work and an individual, which causes bodily and mental change in that individual.

In conclusion, factors that produce work stress are as follows:

Personal factor: Sex, age. The elderly can cope with and solve the problems better than teenagers. (Warin Boonliam, 2000)

Family factor: family income. Poor income have more stress than high income since they are unable to sufficiently support their influence stress among employees at Samutprakarn electric appliances industrial plant and that of Uraphorn

Boonrueng (1999) which found that the income of the operation officers at the synthetic fiber production plant influence stress. Moreover, factors that produce stress are status within the family, family solidarity, family bond. In other words, good, helpful, and peaceful family relationship produces less stress. (Chanjira Phuthongket, 1996; Dhanu Chartdhananond et.al. 1998, Warin Boonliam, 2000)

Physical factor: Overheating environment or overstandard working environment create stress among the workers (Preecha Nimanong e.al., 1991) besides, survey of laborers in Finland discovered that physical factors that most create stress are sound, heat, vibration and chemical substance. Middle-range dangerous factor is sound 52%, heat 47% When considering urban physical characteristics that change on the surface e.g. buildings made of concrete and other materials that hold heat and absorb heat and energy together with other urban activities e.g. expulsion of heat from passing-by automobiles, plants, air-conditioners, modern technologies, these things accumulate heat, air mass, dirt, etc contributing to the factors that cause stress.

Working factor: position, years of serving, nature and amount of work. Work system with long working hours can cause family problems e.g. unhelpful family relationship, mental stress, workplace role are not certain as to their role or scope of responsibilities. Conflicts occurring from these roles can therefore create stress. Inevitable conflicts from interpersonal relationship in the entrepreneurial place or workplace with different people of different background. Many studies told of factors that result in work stress e.g. Parichart Theerawit (1998) studied the stress of operationers in electronic industrial plants and found that amount of work and roles cause stress. Nattakarn Hattaphand (1998) studied stress among workers in Samutprakarn industrial plant and found that relationship with co-workers, job satisfaction, reward/welfare have an effect on stress.

Response to stress has three outlets, the first is physical response. This physical response is an explanation in the form of interaction between nervous system, hormone system and metabolism that has an effect of health and illness (Baum, Grunberg, and Singer, 1982) Secondly, mental and emotion, boredom, lack of concentration, indecisiveness, negative attitude, depression. Thirdly is the behavioral response. In times of stress, human beings anti-society, drink and smoke or overuse drugs, suffer insomnia, become aggressive, no appetite, etc.

Stress that negatively affects behavioral response is the crucial risk factor which turns a person to resort to narcotics and the first thing he does is to start smoking because smoking relieves tension.(Theera Limsila, 1982; Ahlgren et.al., 1982; Jalaweie et.al., Hirschman' Leventhal and Glynn, 1994, Wills, 1985) According to the survey of smoking behavior of population aged more 6 years, it is found that smoking from stress accounts for 17.5% (the National Statistical Office,1993) Innumerable stressful population choose to respond to stress by adopting smoking behavior without regards to the fact that what one chooses to do is prone to addiction of smoking and makes one vulnerable to smoking-related illness including premature death especially among teenagers, they are equipped with more opportunities to smoke than the adults. Age is therefore another indicator of problem-solving skills. (Phongsri Srimorakot, 1993op.cit. Achara, 1998:31)

From the above stated meaning, researcher concludes work stress among vendors as improper interaction between work and an individual. Amount of work outweigh the ability to handle it, pressure, dissatisfaction of working environment e.g. disability to fix work time and income, long working hours, repetitious, protracted or prolonged working hours, absence of occupational progress, footpath or fresh market work, poisonous or hazardous environment, pollution, dirt, refuse and waste water, job insecurity, low self-esteem, lack of bargaining power and being taken advantage of by the society, absence of welfare. These factors create stress both physical and mental toward the vendors and hawkers leading to risky behavior in terms of health and illnesses.

2.6 Meaning of cigarettes in cultural perspective

From anthropological perspective regarding cigarettes and identity creation, identity is “What a person is and how we see ourselves and how others see us.” Each individual is different; the identity creation is therefore the process of sharing some cultural values in order to describe who I am (Identity), what I am feeling (emotion), what group I feel I belong to (attachment), which can be “read” and “understood” by other people, what I mean. Identity is therefore the message transmitted intersocially and for mutual understanding. (Hall, Stuart 1997:2-3)

Identity is a matter of “what we have in common with some people and what differentiates you from others.” (Barker, Chris 1999:11) The creation and manifestation of identity is therefore a matter of division between ourselves and the selves of others; it is the creation of difference in the antonyms dimension comparing the difference of the opposite meanings.

Cigarettes are regarded as a symbol of identity creation. It is a sign that differentiates us from others. For example, using cigarettes to separate adolescents from other groups in the society. Women who smoke show an equal identity to men and a separation from general women. Smoking to express boyishness and non-femininity at the same time. Thus, cigarettes is a sign to invent a meaning of superiority or betterness of the smoker and a separation or humiliation of non-smoker e.g. Adolescents who try smoking show an identity of boldness, challenge, coolness, aggressiveness, prematurity, leadership, daringness, gangsterishness, superiority over other teenagers who don't smoke; and separate non-smokers as people with immaturity, cowardice, childishness, timidity. Smokers are therefore different and superior than non-smokers. (Wisit Silpasuwanchai, 2001: 9-11)

Cigarettes are used to convey different meanings e.g. a smoking man means someone who is working hard, serious thinker or leader; or otherwise, a disorderly person, relaxation. Smoking may denote values, ideology or many sets of social myth under the same sign that is cigarettes. Cigarettes may mean relaxation from capitalistic time structure. (Wisit Silpasuwanchai, 2001:12)

Cigarette smoke in rites and rituals expresses power and connotes sacredness from the flowing of smoke mass. Cigarette smell means cleanliness of human impurity, purification and pollution distinguishability into control and sacredness. (Douglas, Mary 1966:29) which brings about special status for those who experience through rites and rituals, margin, disorder, which is difficult to be controlled by cigarettes apart from the structure of order. Therefore, it is used to serve as a symbol of danger and power simultaneously leading to the sense of danger, taboo, risk and social pollution. The quality of margin of the cigarettes is the sign of ritual performance which is used to express the locality, dangerous transience. People in transition of statuses like adolescents therefore rely on cigarettes as a sign of danger and potential hazard to others simultaneously. (Douglas, Mary 1975:2-56) These lack

of order lead to the meaning of cigarettes as hazards and social taboo. Cigarettes implies the smoker's privacy, is the social performance defining identity. Cigarettes thus render new status to the smoker and also express superiority of the smoker who smokes in the presence of others. It classifies people from their right of smoking within the same shared areas; it denotes abnormalities e.g. stress, work crisis, perilous situation, etc. Smoking is the symbol of a person's maturity, anti-power, counter-regulation, social control (especially through father who is an agent of power)It shows a person's transition into adulthood, self-governance, rights and deeds, self-determination.

Vendors smoke to show or differentiate their identities from others. They express themselves as danger, transition into adulthood, superiority over others, leadership, self-possession, counter-social regulation by the dangerous quality of cigarettes and on occasions they smoke to relieve themselves from work fatigue, from capitalistic time structure which is full of haste. It is demarcation, relief from frame of structure by utilizing the cigarette smoke which is without certain form or shape and indulgence from smoking as in their daily work, vendors and hawkers undergo various rules and regulations, unable to control or lead their own selves. Long work hours also causes stress and fatigue and the feeling of social inferiority. This causes vendors and hawkers to seek an outlet for themselves by initiating a personal area and making themselves feel superior over others as well as releasing themselves from tension.

2.7 Campaign against smoking and Tobacco Company marketing

Thailand maintains long and continuous history of campaigning against smoking. The media used in the dissemination of information about campaigning against smoking is television, radio, newspaper, magazine, journal, poster and leaflet. There is public relation and adjustment of strategies of the media-making from the past to the present. In 1959, Mission Hospital started its campaign against smoking for the first time. Until 1992, there was announcement of two important laws i.e. Tobacco Control Act and Health Protection for Non-smokers Act.

It is clearly seen that the government has smoking-control campaign policy, contributing to the society's devaluation of smoking, aware of the negative effect on

health, economy, society and environment. (Chuchai Suphawongse et.al., 1999) Thailand maintains a long history of campaign against smoking. The media used in the dissemination of information are numerous and have been developed into various target groups such as teenagers and labor group. There are advertising strategies like using superstars or singers to be presenters in the campaign against smoking. However, statistics concerning smoking among the uneducated labor group which is the country's majority is unlikely to decline. This study to assess perception upon the health of vendors on the campaign against smoking in order to develop the media and method of public relations in the pursuit of penetrating into these groups.

Information Measures on the Danger of Cigarettes, the Ban on Advertisement, on Marketing Promotion and the Restriction of Smoking Area.

Various countries prohibit cigarette advertisement that requires large amount of space, obvious and under the condition of being unseen from afar in public. It has to be unattractive to the attention of youngsters and teenagers, unprovocative and uninviting to new smokers.

The law bans the presence of smokers on advertisement. It has to be unsexually provocative or must not suggest any social, business or famous success from smoking.

In Thailand, convenience stores display obviously cigarettes in the area that customers have to wait at the cash registrar. At retail stores, cigarette booths are installed along with first-aid drugs and kits including pain-killers; at other stores they are categorized with tobacco, tonic, stimulants and spirit, etc. Currently, foreign cigarettes' price has been reduced almost to the same level as that of domestic cigarettes. They are well-designed, state-of-the-art and the taste has been prepared to satisfy all the cigarette necks.

It is clearly seen that cigarette companies target at the country's poor income-earners as well as the teenagers since they are the labor group and the majority of the country. Cigarette companies make their simple sales promotion by illustrating that cigarettes are more advantageous rather than dangerous. Comparing the working condition, cigarette smoke nearly poses less threat than the condition that workers have to work in ventilated space or live in houses full of dirt. In early Industrial

Revolution period, cigarettes are used to relax the mind and fatigue from a whole day's work. They are therefore the "undangerous" pleasure. The emphasis on cigarettes as a relief of tension so as to cover the evidence that smoking is dangerous per se has finally been turned to an international recognition that cigarettes are dangerous and threaten the general well-being of the poor, particularly among laborers in the eastern and western countries. (Jeremy Seabrook, 1999)

Warnings

Several cigarette manufacturers label on certain brands of cigarettes that they contain low tar and nicotine to ensure smokers of the safety of cigarette smoking. From the early 1960s to 1991, various governments have ordered cigarette manufacturers to print the warnings but very few countries stressed that they have to be concise and meaningful warnings at the front and back side of the case. Research in many countries e.g. Australia, Canada and Poland has succeeded in lessening the consumption of cigarettes with the warning on the cigarette case. This method, however, has a major weak point that is the message barely reaches the poor income-earners because normally these people buy one cigarette at a time instead of buying a whole case.

Canada is the first country that issued the law on pictorial warning on every cigarette case that is on sale domestically from the latter part of 2000 and there is survey by the Cancer Institute of Canada that this new warning is over-effective with 44% of the smokers saying that the warning on cigarette case arouses the thought of quitting smoking. 38% of smokers who intended to quit smoking indicated that pictorial warnings were a factor that urged them to quit. 58% of smokers stated that they considered the negative impact of smoking on health. 27% said they wouldn't smoke inside the home. 35% contended that they gained more knowledge of the disadvantage of smoking on health. Research found that pictorial communication was 60% more effective than mere verbal communication.

Evolution of cigarette case warnings in Thailand started in 1974. After that, there was variably some adjustment on warning message, size, color, position, etc. on the case surface and an Act to control the tobacco product was issued in 1992 commanding that domestically produced or imported cigarettes in the kingdom had to

be labeled with warning message about the danger of cigarettes in the Thai language with the size not smaller than 25% of the case space both at the front and the back. There were 10 messages in all i.e. Cigarettes cause lung cancer. Cigarettes cause heart failure. Cigarettes cause COPD. Cigarettes cause stroke. Cigarettes deteriorate sexual competency. Cigarettes lead to other addictions. Smoking makes you old. Cigarette smoke can kill you. Cigarette smoke harms your beloved, and cigarette smoke harms your expectant baby.

Cigarette case warnings in Thailand have restrictions on informing the undereducated and illiterate population. Thus, they do not receive the above information. Nowadays an alteration from case-side warnings into pictorial warnings is undertaken. The selection process is being done as to the proper illustrated pictures, (Sathaporn Jirattananond, 2002:6-7) which we hope will definitely decrease the number of smokers.

Ban on smoking in public or workplace

Currently many countries including Thailand have officially passed the law banning smoking in public places and restricted areas approximately in November 2002. Those who violate the law will undergo legal punishment of a fine. Cigarette-free area allocation especially in public places and workplace, smoking and non-smoking areas signs are enforced on banning smoking which is inevitably beneficial to non-smokers since it helps reduce the chance of running a risk of losing one's health and being harassed by smell and smoke. However, most people still have to tolerate smoking of members of the family. Some smokers still secretly smoke even in non-smoking places. Therefore, such prohibitions succeeded in helping the non-smokers only partially.

2.8 Beliefs and Smoking behavior of Thai people

Smoking behavior is categorized according to population, social and economic factors:

2.8.1 Age and smoking

Research found that primary adolescents with moderate and high economic status behaviorally confront stress from work better than adolescents with low economic status, inferiority complex, unequal sub-consciousness in general well-being and social status. Adolescents develop tension especially out-of-school adolescents who have to help out with the housework or work in factories since they are in an age of curiosity, trial and error, attention, outstandingness. The inferior characteristics are the force factors that divert them to distorting decision and risky behavior.

Joy L. Johnson et.al. 2003 studied reliance on cigarettes in adolescents' perspective in Canada by qualitative research study by letting them explain the dependence upon cigarettes and the meaning of cigarettes. These adolescents illustrated that the desire to smoke can be divided into 5 parts: the first rationale behind smoking is for social reasons, for socialization, for social acceptance, for making friends without attachment to nicotine; the second part is those who do not smoke on a daily basis realize smoking's negativity but smoke on occasions to pleaserize themselves as some kind of a reward like going to the movies, eating chocolate, etc. The third part is smoking to feel the power of self-control, self-indulgence or for the feeling of dominance over others as some sort of a challenge to the family. The fourth part is to release tension, discomfort, concern. It is to pacify, mollify and keep cool. The fifth part is the condition that cigarettes control the whole life. The eagerness to smoke makes doing without it an uncontrollable matter. This research advises that addiction to cigarettes may happen with adolescents, which is the nature of irregular smokers. Studying particularly on nicotine addiction would find that frequency or intensity of smoking is incalculable.

2.8.2 Education and smoking

Education has an effect on perception level of the population both through the curricular and extra-curricular education with the extra-curricular General Affairs Department as an implementer. This includes physical education given by various public health organizations which enlightens the population as to the cause, symptoms, prevention and cure. On the part of Public Health Ministry, there is a campaign against smoking, an offer of counseling clinic for those who want to quit smoking,

various types of media giving knowledge about the hazard of cigarettes. However, from the study of knowledge, attitude and practice concerning smoking among executives in public, public enterprise and private sectors, it is found that knowledge and attitude within the group of executives is in the moderate to high level which has no relation to sex, age and education. Those who work in the restaurants and hotels have low knowledge and attitude while the elderly, the married and the highly-educated earn high scores. The respondents are fairly uneducated in legal matters but accept in the rules of the place and mostly are willing to comply (Sanguan Nitayaramphons., et.al.,1992) Other labor-group population which scatter in various provinces in Thailand are still knowledgeable and understanding about the fine involved in the pasting of cigarette stickers on automobiles, motorcycles or shop windows. (Boonsri Phrommaphandu et.al., 1996) Still others who acknowledge the right of those who don't smoke continue to smoke in no-smoking areas because they see others smoke and disregard the importance of the law. (Amrol Pultipsitchet, 1999)

Behavioral survey of smokers aged 11 or more who smoke regularly categorized according to educational level found that in an overall picture lower than primary education level and primary education level people enjoy a higher rate of smoking than other educational group approximately 71.96% Subsequently is the junior and senior secondary level group or equivalent in the general affairs studies 14.77% Thirdly comes the uneducated group. In the United States, smoking pattern in Wisconsin is different among different levels of people in that those lower than high school education level smoke more than college level ones. (Malmstadt JR et.al, 2001) In the United States, studies of smoking frequency found the difference of age groups and education and of the relationship between high smoking and those discharged from school or prematurely expelled from school. Some research reports stated relationship between the factor of knowledge and smoking (Kanchana Srinual, 1993) Other reports suggest non-relationship between the two e.g. sample group of Lopburi sergeant students which found that knowledge had no relation to smoking. (Kattika Phongsiri, 1993) etc.

2.8.3 Marital status

Social Bond Theory refers to social bond or attachment to social institutions that brings about control or restraint from deviated behavior. The bond is a factor that holds individuals together.

Marital status confirms the married couple with attachment that is the state that a person cares about other people's feelings or society in general more than personal benefit. It is the sense of what's right or wrong. It is consideration of the feelings of the person we are attached to when we want to do something with the feeling that his expectation and aspiration means something to us all the time so much so that we accept the society's criteria or that person's expectation and aspiration to our own; therefore, we are inclined to follow the expected social criteria (internalization) We therefore found that a person with some kind of marital status often does things with more discretion than a single person. We draw this conclusion from the fact that the rate of suicide is often found in singles, widows or widowers and divorce or divorcee more than in the married. Moreover, death rate from accidents is often found in singles. Besides, comparing the singles and the married, marital status can possibly bring about illnesses because of the spouse's risky or deviated behavior. Some illnesses are the cause affecting the other partner or surrounding people e.g. smoking inside the home causes passive smoking, etc. The research studying the relationship of social bond found that social bond has a negative relationship with wrong-doing. (Somnuek Chatcaval, 1986:27 op.cit. Benjawan Kamthornwatchara, 1994:33)

2.8.4 Sex

Sex roles separate men's and women's work. There is a division of labor with female destined to do household chores, take care of children, give birth and nurture members of the family to avoid conflicts (expressive leader). According to anatomy and physiology, women are obligatory to light work. (Parsons, 1971) Men are given the role of instrumental leader, having to work outside as determined by the society. They are to work hard and subject to all kinds of risks including hazardous chemicals that are dangerous to the health. Women's disadvantage in the society that restricts smoking in the past breeds advantage as to the health. There is the difference

in terms of health that men maintain higher death rate than women. (Sorensen and Verbrugge, 1997)

Marxist's believe that women and men are unequal because of the different roles of both sexes. There is classification between females and males and unequal distribution of resources. It is found that there is the problem of inequality and deprivation of opportunities for women to work independently as well as discrimination in certain types of employment. Most women are still forced to do unskilled occupations to earn low wage whereas very few women gain opportunities to do skilled work which requires expertise and professionalism. There is, therefore, dissatisfaction in this regard and the roles of women are coerced to be changed. Women are revolutionized to be as equal as men, which has happened since the second age of the 1960s. The fact that women are dominated by male superiority has been changed into female identity and diversity. However, female's work is still characterized as light work e.g. in the United States, almost half of the women who work outside work as secretaries, lawyers, nurses, doctors, etc. (Waldron, 1982)

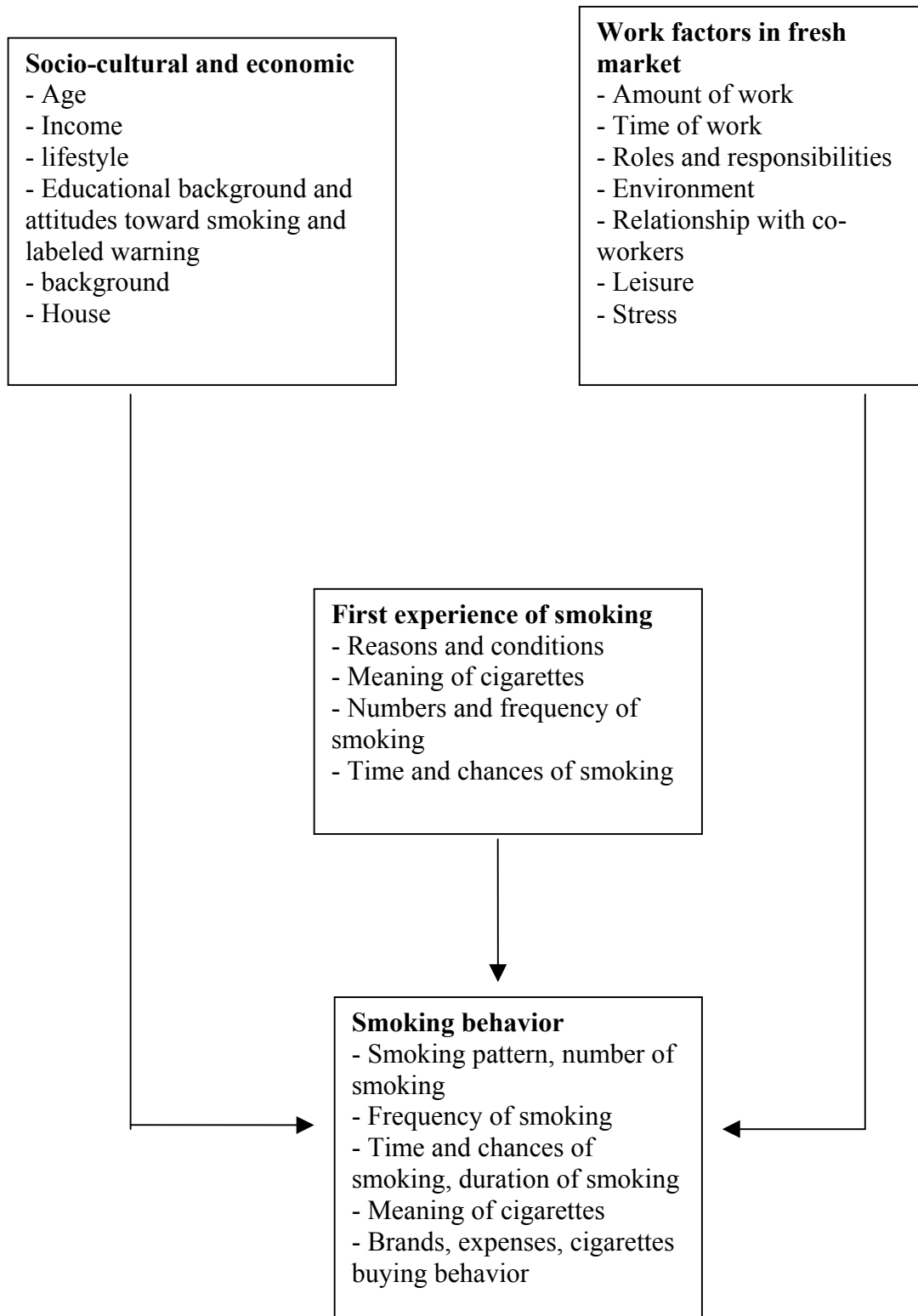
Relationship between masculinity and the work pattern in the fresh market. It is laborious work e.g. lifting heavy objects. Now the perspective on the basic needs in education, there is limitation in terms of the number of male and female students. There is unequal number of enrollment; for example, vocational schools accept male students more. Moreover, as for the social values, there is division of fields of study that clearly separate males and females resulting in the nature of employment, career prospects as well as different income of males and females. When talking about the relationship between masculinity and the work pattern, it is clearly seen that males are apt to confront stress from work more easily than women with the heavy, risky and prone to poisonous chemicals nature of work. This is because the society expects that males be strong while females be tender and softer; therefore, being males prevent them from expressing their stressful nature. However, each individual's way of confronting stress or tension is different. Some confront stress by choosing to behave in a risky-to-health manner e.g. drinking, smoking, resorting to drugs, etc. Women, however, assume varied roles in the society. They also have stress, but within the social circle, women are generally supported. They can vent their frustration to friends and co-workers, which helps release tension pretty well. It is obvious that

males and females find different ways to confront tension. Besides smoking behavior which stems from tension-reducing technique, it can be illustrated in terms of indirect social acculturation from colleagues who are wholly males.

Therefore, it is probable that these males adopt smoking behavior or other risky behavior such as drinking, addicting to drugs, sexually vulnerable behavior.

2.9 Conceptual Framework

From the review of concepts and research involved as such, the relationship of various factors may support the fact that vendors adopt the smoking behavior. Under socio-cultural and economic factors, the rapid expansion of economy breeds capitalistic mode of production. Agriculturalists increasingly immigrate to find work in urban cities and become unskilled labor in the labor process. Considering factors of population, social and family background, social role of males through learning process, social acculturation, men are obliged to work hard, subject to risks in unfavorable circumstances. They have to confront various problems which contribute to stress and more chances of smoking. Their undertaking of occupation in the market forces them to tolerate poisonous environment with rubbish and refuse, waste water, insecure job, unexpected income and only expenses they have to pay, long hours of work and limited rest without any supporting welfare. They can't expect a better future and are threatened by influential groups or officers, which results in the solution of smoking even though the government has issued a campaign against smoking and controlled smoking. The dissemination of knowledge about health has an effect on smoking behavior whatsoever. The opportunities of receiving useful information or acknowledgement of the campaign are scant. This may bring about distorted beliefs concerning health. The study of patterns and modes of thought as well as smoking behavior among vendors which is the major labor group of the country in turn do not receive sufficient attention involving the health problems. It is therefore necessary to study the linkage of socio-cultural and economic factors which have an effect on the determination of behavior of these people, which can be drawn as a frame of concept of research as shown in the chart.



Conceptual Framework

CHAPTER 3

RESEARCH METHODOLOGY

This study employed a qualitative research methodology in order to make an understanding of the socio-cultural and economic context including the mentality and perception of vendors upon smoking and smoking behavioral patterns.

3.1 Study Area

This research chose a target fresh market in the municipality, Nakhon Pathom province since it is considered as a big urban community adjacent to Bangkok Metropolitan area and contain with several fresh markets following to the trend of urban society extension. From the preliminary survey, it was found that the target fresh market was situated around the periphery of Muang district of Nakhon Pathom. It is quite convenient to access with all the times vehicles' availability. The nature of the fresh market is busy, noisy, dirt and polluted area. The location of the market is laid out along two sides of the street with the lining of commercial buildings, shops and stores on both sides of the street. There is a long roof has been built throughout the selling areas with 24 hours of trading. Different kinds of goods are available here when all hundreds of street vendors sell their good items nearby. Therefore, it is very convenient for the sellers to travel and transport their goods with safety.

3.2 Sample Groups and Selection Process

From the preliminary survey, a major determinant used to select the studied samples is the differences of contextual condition such as lifestyles and working pattern. In this study, selection of particular sample cases is based on the result of preliminary survey which indicated a number of interesting cases who are possessing the significant variables of specific smoking pattern, gender, age, social and economic

background. The sample group is street vendors who have not been registered in the social security system and who earn their lives in the fresh market area in the municipality of Nakhon Pathom province.

3.3 Data Collection

Data collection is done with the application of ethnographic study method by spending time in two phases of study:

1. Phase 1 - survey, search and select the sample groups
2. Phase 2 - collecting the data

Phase 1 – Within a total of 1 month, 1 week is taken for conducting the survey in the fresh market in the municipal area of Nakhon Pathom province. The survey is related to the working performance of vendors in different periods of time both during daytime and nighttime. Afterwards, the researcher searched for key by using a very effective technique that is to build a close relationship with vendors. Some special approaches are used in this phase include such a buying of their goods, talking and asking about their daily works. The researcher sometimes started with introducing herself, talking with them friendly, asking some general information about smoking and then invite them to join in the study as interviewers on their voluntary basis including explaining on how this study is giving them and the others most benefits, and being an interviewee he/she can end the interview at any times as she/he like without any impacts. Furthermore, the researcher explained about the confidentiality of information given by the interviewees as well as all recorded data in the tape would be immediately deleted after the study is finished. In the case that some vendors are not willing to participate in the study or did not agree with tape recording, so that the researcher expressed her thankfulness and searched for the next informant. Upon establishing of relationship, the researcher then made appointments for subsequent interviews. There are some obstacles occurred during each field study. That is not every appointed cases are interviewed because some of them had such a workload or extra works to do, therefore, their break time does not correspond with the appointed time. By this event, the researcher had to search for other vendors who have

free time for interview before coming back to interview or make another appointment with the previous case. From the survey, it was found that there are two 2 female vendors who practice smoking, unfortunately the researcher could not interview them because they come to sell their orchard products not everyday and they have not their own booths. From the observation regarding the vendors' performance, it reveals that their free time is between 23.30-03.30 hrs. which is the time they are waiting for the arrival of new products and goods and not their sleeping time. Mostly, they rest or sleep during the daytime. There is not any private place in the fresh market; therefore the interviews are conducted at each booth by sitting on a small chair. In cases where booths or shops are on the footpaths with no self-belong space, the interviews took place on the ground.

Phase 2 – Data collection was done in 2 months with the use of two significant techniques.

1. Informal & In-depth Interview: The in-depth interview was carried out by using a constructed interview guideline with an open-ended questions to dig out all essential information in details such as personal data, socio-economic background, work conditions, family environment, smoking history of family members and friends, smoking pattern and relating socio-cultural and economic conditions, knowledge and understanding on cigarettes' hazards, perception towards health problems causing by smoking, warning on cigarette cases, dangers and hazards of cigarettes toward health, impact arising from smoking and a need to quit smoking. However, some additional questions are prepared and asked properly as needed. During the interview, various techniques of persuasion have been used e.g. listening, reflection of thoughts to arouse the informant's response in pursuit of the truth by field note and tape-recording. Problems and obstacles are that some cases did not yield to the tape-recording and the harassing loud noise prevents one from clear listening to the recording. Therefore, the researcher naturally was forced to short-note and go back to record the field study experience later on.

2. Observation

2.1 Participatory Observation: This method is applied with a special aim to look over the vendors' behavior while they are working as well as to understand the nature and environment of their work e.g. types of work, duration of work and leisure time, amount of work, relationship between the vendors and employees or customers, smoking behavior, and other activities. Observation, note-taking and asking questions are particular approaches employed by the researcher. In addition, sometimes the researcher help the vendors working on some possible activities such as sorting good vegetables from bad, lifting items, etc.

2.2 Non-participatory Observation: This is to observe the working, environment, smoking behavior, buying of cigarettes in shops and other sources. The researcher relied on this method when interviewing and there was customer coming in to receive service. This is by monitoring the working, work environment, smoking behavior during work, chit-chatting with customers or employees who came to take vegetables. The researcher would sit in the adjacent area e.g. the opposite stalls or nearby stalls of the groceries until there were no customers then proceeded to interview.

Problems and obstacles which are occurred during the field work are as follows:

- The researcher was unable to interview vendors and hawkers as appointed since there were more customers or more work that occupied them. The researcher used the method of observation and took notes or went on to interview other sample groups instead.

- The street-vendors did not cooperate fully or broke down the appointment. Some cases claimed that they could not get themselves out of work but when the researcher turned back and found that they were smoking. By the researcher's notice, she found that someone tried to hide themselves or pretended to be sleeping. Other cases did not give accurate information. In some cases, the interviews had to be conducted more than 5 times till it made the researcher trust on the validity of the data.

- There are some vendors who participated in the in-depth interview session for many times, however, unfortunately at the last interview as appointed they could not join because they moved to work at the other places or other reasons, therefore the researcher had to stop the interview and start with other new case.

- The environment and venue of the interview was not suitable and convenient. Accordingly, the researcher and the vendors had to sit and talk on the street ground or footpath with ever-passing vehicles and loud disturbing noise which made the tape-recording impossible or difficult. Some vendors worked while giving the interviews; others were smoking.

3.4 Duration of Data Collection

Data collection was started in December 2002 and finished on February 2003.

3.5 Verification of Data

Data verification is conducted by using the technique of searching information from different sources. The researcher collected the information from peer group who are also vendors; from participatory observation and non-participatory observation. Taking a note on smoking behavior of the vendors while they are working and they are selling products or while they are free from work is an effective way to see the consistency of data. Afterwards, these information are cross checked to see the compliance.

3.6 Data Analysis

The researcher examines the completeness and accuracy of the obtained information as follows:

Preparation of information: All collected data is immediately interpreted from the tape and writing at the end of each day. Classification of data is made case by case and then reading thoroughly as well as analyzing preliminary information to examine the completeness of the data and prepare the rest of the question topics. This enables the researcher to see what sort of information is still needed for the next interviews so that she can analyze, sort out and prepare each category of information.

Analyzing, organizing and classifying all collected data was carefully conducted in order to see the completeness of information as well as transforming some figures into groups, figuring out the data in percentage e.g. sex, age, marital status, work duration, starting age of smoking, duration of smoking, etc. As for the information relating to smoking behavior, the researcher analyzed it carefully by classifying the information obtained from interviews and observation including comparing information from the actual phenomena to be analyzed together, assessed and summarized to answer the research questions.

CHAPTER 4

RESEARCH RESULT

As for the research result, the obtained information and the study result can be classified into topics as such.

- 4.1 General characteristics of fresh market and vendors in the municipality fresh market, Nakhonpathom province
- 4.2 Smoking behavior pattern of vendors
- 4.3 Quitting
- 4.4 Attitudes toward the campaign

4.1 General characteristics of fresh market and vendors in the municipality fresh market, Nakhonpathom province

4.1.1 General characteristics of fresh market

The municipality of Nakhonpathom province. The north adjoins Don-toom district; the east adjoins Nakhonchaisri district; the west adjoins Ban-pong district; the south adjoins Ban-paew district. The municipality of Nakhonpathom is composed of several fresh markets. The one used in the research is the one which sells vegetables and is adjacent to the heart of Nakhonpathom province. It borders on the street with fine transport facilities. It sells fresh vegetables. There are pickups, motorcycles, tricycles passing both the middle of the market and along two sides of the street throughout 24 hours.

There are block buildings which are commercial buildings open as grocery stores on both sides of the street. Some wholesale vegetables are medical clinics and dentists, beauty salons and residences. There are stalls on both sides of the street. There are roofs all along the rows with male and female vendors throughout 24 hours. The air is stuffy and badly ventilated especially at noon the weather is very hot. Fresh

vegetables thrown away along the street send out stench throughout the day, wholesale vegetables and oddments. Groceries sell instant food, plastic bags, confectioneries, refreshments, soft drinks and stimulants together with cigarettes and liquor, daily items, etc. The middle is divided into 2 blocks used as selling station both wholesale and retail, fresh vegetables, onion, garlic, the utmost front is the big stall with owner named sister Toom wholesaling vegetables, cabbages, with a number of transporter; inside is the sub-wholesaler with the whole line of stalls. There are two side-streets and one street in the middle. The selling stalls turn their faces to the streets; the inside stalls are permanent. Mostly they are the regular sellers; the outside are the irregular vendors or the group that took items from their own orchard to sell after nighttime. Vendors who sell from their own orchard during 01.00-03.00. They rent the area at 20-30 baht daily, the selling of which took place on the ground and not on a daily basis. Some of them came from other provinces e.g. Kanjanaburi which was on alternate days and was in front of the market just beside the street. They lay items on the ground and sleep in guard on the ground at night-time. There were no mattresses and mosquito nets. They sleep by flocking together – females, males and children. They go back home during the day and start selling again in the evening. Vendors who come from suburban provinces would park their cars at the bus-stop in front of the market which is the old sa-la with a small roof and laid on the mat on the ground. There are cars passing in and out periodically near the sleeping place. At daytime the weather is hot and the stench from rotten vegetables is very strong. There is scarcely any wind. The vegetable garbage is scattered all around the street. At nighttime, the smell of auto smoke is the strongest. The smell of vegetable is unbearably greenish as well as fresh vegetable more than at daytime because vendors sort the bad vegetables out from the good and put the rest together next to the selling space. The street-ground is wet and miry. Those who sleep on the side of the street are not much different from the wanderers and look wretched and pitiful. They sleep on the street-ground and smell auto smoke almost all night since they are at the rim of the street in front of the market which is a part of in-and-out motor vehicles.

Environment and working time in the market

In the early morning about 4:00- 9:00 a.m. There are auto vehicles coming into the market. They are vendors who transport goods into the market for another round and who come to receive wholesale for retail in the market near where they live. They start sorting out items for their regular customers to pick up and they start selling until 9.00 a.m. The market dissipates.

During 7-8 a.m. People are numerous, those buyers. There are people and cars coming in and out. The atmosphere seems chaotic. From the observation, mostly are women sellers and are retail. Those who come to buy are villagers who ride motorcycles. It is not wholesale. Most smokers are wheelbarrow pushers carrying vegetables along in the market. Almost all vendors work. Few male vendors smoke. When 8-9 a.m. There are ever-passing cars. A lot of sellers. Motorcycle fellows come to buy mostly retail. There are vegetable auto carriers. There is lifting of items up and down, looking chaotic. Workers and laborers in the market are abundant. Almost every one smokes while working.

At time 9-12 a.m. The market starts to be silent with only a few people. Mostly the stalls that sell regularly. Those who come to buy are retail both irregular and regular. They are mainly housewives coming on motorcycles and in two-rowed buses. Sellers are mostly women. From the enquiry, they are wives of male vendors who take their shifts at nighttime. The vendors would return home to sleep and come out to pick up items in the afternoon before coming to the stall again at about 4:00 pm.

From the survey during 2-3 pm, male and female vendors come out to sell things. Only a few buyers appear. Not many in-and-out vehicles. Mostly vendors keep their stuff. Stalls which sell in the afternoon like pork stalls, vegetable stalls start to pack up their stalls in order to go home. Other stalls which sell at nighttime mainly do not sell or some stalls let their wives come out to sell instead. From the enquiry, this time of day is when the market dissipates. People are fewer. Few people buy and come in and out. Most of them start to collect their stuff and prepare to go home. Male and female vendors are busy keeping their things especially those who sell in the afternoon e.g. stalls which sell pork and vegetables.

In the afternoon about 3:00-4:00 pm. Very few people are left in the market. Male and female vendors collect their stuff and go home. Mostly cover their stalls

with clothes. Some stalls are watched over; others are not. They cover their stalls with clothes and take their belongings home.

About 6:00-8:00 pm. Cars started coming in and out. They belong to those who come to spend for their dinner and some are from food shops. There are also people who transport items for certain vendors. Most cars are pickups which transport goods; others come to buy. About 8:00 pm. vendors start selling. There are many people; both come to deliver and to sell. Mainly are males. Only a few are females. Most vendors start sorting out merchandise and prepare items to sell to their regular customers who come to pick up about 10 pm these vendors take their time working. From the observation, male vendors smoke roll by roll. In the market, people gradually come out to buy.

During 10:00 pm to midnight there are more people in the market. Cars run in and out at times. Mostly are male vendors. Females sleep; males watch over their things. When items are laid out for sell, those at the stalls have to help out with the arrangement. In front of the market, most vendors are willing to give the interview. Others are not willing but call still others to talk. There are 4-5 teenagers who smoke, sit and sell vegetables inside. Upon being introduced and talked with, they are unwilling to give interview and inform that they are not there normally to sell. They are to help their friends. Another fellow sits with his mother. He looks very tired and does not agree to talk and looks dissatisfied. He averts and says he's occupied. On the side of the market street-ground, there are vendors with their stuff for sale by laying papers on the floor. They take their fruits and vegetables from garden to sell and do not come every day. They are irregular. The landlord charge the rent for 20-30 baht a day depending on how much or many their stuff is.

About 11:00 pm It's time few cars come in the market. Not many cars enter and exit the market. Mostly vendors are preparing their items for those who come to pick up to sell. Few automobiles and motorcycles visit the market. It's rather quiet. There are those who smoke while sitting and relaxing. Upon being approached nearer, both employees and vendors smoke and chitchat almost every stall.

About 1-2 am. After things are being taken, the atmosphere is quite quiet. No cars coming in and out. It's time vendors sit and relax or otherwise do trifling jobs or odd jobs. Some sleep.(Mostly women) Males watch over their stuff, smoke or

chitchat in groups, each group about 2-3 people. It's time people come to take their goods. Most vendors, male and female, relax. Women sleep. Men watch over their possessions. Some do trifling jobs while smoking.

The land rent is 20-30 baht per night depending on the amount of things sold. Nearby is 7-Eleven with cigarettes to sell. From the enquiry, the best-selling are cigarettes, stimulants and confectioneries. Most customers are market vendors, irregular and mostly come at night.

Housing

Vendors' housing in the market has many types.

1. Own one's house in Nakhonpathom province. Mostly it's on oneself's land or of one's relative with many roofs in the same compound. Not very sizable for living as a small family.

2. Own one's house in a nearby province e.g. Kanjanaburi or own one's house near the orchard or vegetable garden. Some own one's own; others take care of others' vegetables they bought to sell. Living in the same compound with cousins.

3. Live in a rented house in Nakhonpathom province by renting a house not far from the market for the sake of convenience when they come to sell. Rented house is not costly; both rented house and rented room are available.

4. Live with relative; does not own a house of one's own. The relative's house is near the market and for living as a large family. Many families live together.

“Formerly my house is in Ubonrajthani Province. I have been working here for several years but I can't save money. I have to rent a house. My children grow up every day and we have to use a lot of money. I don't spend much on the rent. It's just for sleeping. We spend most of our time in the market.” (Wit, Age 33, seller of eggplants)

4.1.2 Lives of vendors in the fresh market

According to the survey both prior to and after the research, male vendors outnumber female vendors. They own stalls of their own and sell for almost 24 hours. Some spend the night at the market during 9.00-13.00 hrs. Mostly they go home and sleep by taking turns with their wives selling and later in the evening take their turns selling again. Mostly they have other careers before turning to become vendors e.g. self-employed, office workers, etc. Others come from other provinces and drive to sell whatever they can get at the market. Female vendors mainly sell in the afternoon; males at nighttime. They take this selling occupation for the whole family without any other occupation and are married almost every household.

Among 15 case studies, all males, aged 30-36 years, the lowest age that start smoking is 14 years old, the highest 20 years. The smoking duration is from 13 years to 20 years. The marital status of almost all is married with children. There are altogether 14 persons with only 1 single. With suburban domicile 8 persons Residents of Nakhonpathom 7 persons Graduated primary school four the most 5 persons Subsequently primary six 4 persons Graduated vocational school 3 persons Secondary school three 2 persons and secondary school one 1 person. All vendors have had various work experience before becoming vendors at this fresh market and all have different social background and life context before turning to become vendors, which can be illustrated in detail as follows.

Table 1: summarizing personal data of vendors in the fresh market

Name	Age	Background	Education	Current occupation	Starting age of smoking (years)	Number of smokes (current)	Marital status	Family
Porn	30	Nakhon	Prathom 4	Has sold corns for 3 years	20	1-1.5 pack /day	M	wife&kids; own house
Jeab	30	Nakhon	Mathayom1	Has sold dish foods for 10 years	15-16	2 pack /day	M	wife&kids; own house
Manosh	35	Petchburi	Prathom 6	Has sold vegetables for 1 month	15-16	20 pieces /day	M	wife&kids; own house
Wit	33	Ubon	High School	Sells eggplants	20	5 pieces /day	M	wife&kids; rented house
Prayong	33	Nakhon	Prathom4	Has sold vegetables for 5-6 years	17	1 pack /day	M	wife&kids; own house
Thongdam	36	Suphan	Prathom 4	Has sold onion& Garlic for 3 years	20	10 pieces /day	M	wife&kids; own house
Somsak	34	Kan	High School	Has sold tomatoes for 2 years	16-17	10 pieces /day	M	wife&kids; rented house
Sompong	35	Nakhon	Prathom 6	Sells Chinese kale	18	1 pack/day	M	wife&kids; own house
Saeng	32	Korat	Prathom 4	Has sold fish for 5 years	15-16	1 pack/day	M	wife&kids; rented house
Somjai	35	Nakhon	Prathom 4	Sells coconuts	20	1 pack/day	S	sister's house
Samlee	33	Nakhon	Mathayom 3	Sells pork	14	1 pack/day	M	wife&kids; own house
Manus	34	Prachuab	Prathom 6	Sells vegetables	18-19	1 pack/day	M	wife;rented house;kid in Prachuab w/ grandma
Soonthorn	32	Suphan	Prathom 6	Sells vegetables	15-16	1 pack/day	M	wife&kids; own house
Kaek	31	Trad	Diploma	Sells drinks	17	2 pack /day	M	wife;rented house;kid in a suburban province w/ grandma
Manit	33	Nakhon	Mathayom 3	Has sold vegetables for 2 years	15	1 pack/day	M	wife&kids; own house

Background

From the study of background information, every one has taken other occupations before becoming vendors. They have passed different occupations and life experiences. They can be divided into 4 groups:

1. Start working in farms within family 10 persons
2. Start working in other occupations before to be vendors 3 persons
3. Start working as vendors in fresh market after graduation 1 persons
4. Start working as vendors in other type 1 persons

First group which start working in farms with their family. When they worked for a time, think it does not be better and more debted so then they migrated with their friends to urban for find a new job. Almost of them find a labor, driver or bus boy. After that they will be vendors.

Porn (Age 30, work 3 years smoking for 10 years and now 1-1.5 case/day) Porn is thin, 175 cm tall, tanned, likes to smoke tobacco leaf, looks tired, eyes reddened like lack of sleep, sells corn in the market at the back of market. Porn informs that he is not the person around the area but lives nearby, though. His origin is in Kampaengsaen, Nakhonpathom. He is born here with 3 siblings and has lived at the house since childhood. He is the third. His house grows sugarcane. He finishes Prathom 4. His parents have no money to send him to study further. At that time he did not feel like studying. He wanted to get out of school to help the family. His brothers and sister were out of school to assist the family and not long after that got married. He graduated and worked on the sugarcane field with the family for over 20 years. His income wasn't so good and had much debt. He then turned to work on the vegetable garden for 5-6 years. He could not put up with the pesticide which was immensely applied to the field. The business is loss and he's debted all the time. The mere pesticide cost takes almost all his wealth. He turns to grow corn and brings the produce to sell at the market. He lays it all on the ground for 10-20 baht a day. He sells by himself and gains more customers. Subsequently what he grows by himself is not enough. He then buys from others and sells to get some money. He pays for his debt he loaned to grow sugarcane and vegetable garden. He owed the Bank for

Agriculture and Cooperatives for approximately 40,000 baht. Now he's in the middle of debt moratorium. He now owes a debt that is used as an installment for a van for carrying corns. Porn said he hasn't saved much money around 5-60,000 baht. His career is quite all right. He never thought of changing because he's got a number of customers and the business is going quite well.

His work started at around 5 a.m to take goods. which he takes off the market. Sometimes he returns home for a sleep; he mostly sleeps at the market. He would drive to pick up items at Kampangsaen. If there's none in Kampaengsaen, he goes over to Kanchanaburi to take according to the quota or to harvest what he has already planted. He then returns to the market around 10-11 a.m. or if there is much, it may be up to 1 p.m. If there's much, he will come late. Porn would dump the market with items and there would be customers to get the items. They would call and ask if the items have reached the destination. If so, they would come to pick up "After coming back, customers would stay here all the time; eat here and work till dawn; get to sleep at 23.00-03.00 hrs. I would get up before the customers come to pick up stuff. Otherwise I wouldn't get any sleep. It would drag long. I drink coffee in the morning; afternoon would be Liphoh. I drink 2-3 bottles a day. I also drive. I do everything. When I'm tired, I eat. My spouse complains. In the past, she complains of drinking. A lot of complaints made me quit. I drink and smoke. The first time I drink, I drink with a couple of peers. Sometimes I drink day and night. I do it for fun. I quit last year. I get to sleep when I go get the corns. I feel tired when I go to visit other people's fields. The owner of the field buys drinks or liquor to drink and invite us to drink. Now the body can't stand or put up. I feel dizzy and sleepy. I can't drive very well. I tend to sleep during the drive and almost collide sideways. I have to park my car and go back to sleep. My customers have to drive to follow me. That guy called me, the one who waits for the corns. I fell asleep two times I had to quit. If I continue to drink I definitely must hit people dead."

Manosh (Age 35, work 1 month smoking for 20 years and now 1 case/day) Manosh is small-built, slim, tanned, looks fatigued. He sits smoking tobacco leaf he himself rolled at the chair near the selling point. He sells vegetables such as celery, onion, cabbage in front of Pathom-mongkol market adjacent to the street. The rear is

bus-stop. His domicile is Petchburi. He lives with his parents. His family is agriculturalist. He has 5 siblings; he is the fifth. He finished primary school; the others finished Prathom 4 or Prathom 6. The first one did not have the chance to study because of having to help the parents work to send the younger to school. Upon graduation, he helped his family growing produce like corns, actually many and all the time. Manosh relates “ Since I could remember, no single day my parents did not go out to work in the field. After I graduate, I help them work in the field and I grew sugarcanes. Never seen family with a lot of money. We had to ask for loans always, for rice, medicine, fertilizers. What we earned had to pay for the debts and scarcely anything left. I never noticed my parents smile; they are somber; sun-tanned; tense; never gain profit. I sympathized with them; searched for some work to help them. I was hired for general laborious work after finishing Prathom 6. Whoever hired me to cultivate, to rake, whatever, I was willing to do all. I drove, I was a bus boy. I went to many provinces; I used to go to the south too. I used to be hired to cultivate in Kanjanaburi, I got a girlfriend there. I got married at 21 without any job. I took her to see my parents and we lived together ever after. I went to live with my wife in Kanjanaburi because my family was poor. We sacrificed the area for our siblings to live; we no longer have any place to stay. I didn’t have money to build a house. We tried to find any job to find some money. I drove a car carrying salty food, ten-wheeled truck, that big truck. We drove down prawn wells. We drove from Mae-klong to Suphan, Nakhonpathom, Saraburi, Ayudhya. I was hired for 1 year 4 months. I was 30 then; I had children. I drove because the money was good. Each month I had 20,000 baht left. I earned a lot. On holidays it was up to us if we want to do or not. If we had no strength to drive, we slept. I didn’t have enough sleep back then, but I couldn’t help it. I wasn’t independent. My family, my children, my wife. I tolerated. I drank a lot of stimulants. At night 2-3 bottles. All day all night, so that I won’t fall asleep. When prawn wells were at a loss, I lost my job. I was jobless for a while. I thought of looking for something to do. At that time, some of my fellow vendors that I knew who lived near Kanjanaburi suggested that I become a vendor. Before then, I sold in bazaars. I sold near where I lived, around Kanjanaburi. I sold dry stuff, onion, garlic. I drove along houses. It was enough to make ends meet. Fortunately my wife’s brother had a family. He was out of job so I had him sell onion

and garlic. I myself turned to sell vegetables here; my wife's family had helped me a lot. My wife's brother came to ask for help so I had him do the job. I turned here. It wasn't as good as in the past, the business. He was better successful in selling dry stuff. I started selling at Pathommongkol market just 1 month ago."

Manosh would sell until 8 o'clock in the morning then he would drive home to Kanjanaburi to get more items to sell more. He reached at 10-11 o'clock in the morning. He had half a day for finding merchandise to sell and one night to sleep. He sleeps at 9-10 till dawn and start searching for things to sell again. He then returns to the market in the afternoon and sells on and on till 8 in the morning of the next day. He comes with his wife; his children aged 16 and 14 both girls. They all live in Kanjanaburi with his wife's parents' household.

Manosh relates to his working that "Today I came since 4 p.m. I picked up some vegetables from Kanjanaburi municipality. I drove for 2 hours and sold on and on till dawn. Tomorrow I would return. If we couldn't sell out, we take our stuff back. It can be sold if it's not rotten. But if it's rotten or spoiled, we have to take it that we may go at a loss. We skip for a day and resell. Return tomorrow and back again the day after. I would come with my wife and sell at night. We can sleep at nighttime. If nobody came, we could sleep around 10-11 p.m. till 5 in the morning and there would be someone to pick up the stuff. In the afternoon around 2 p.m. I would get off from my house and arrive here. At nighttime I may sleep and go back to gather the stuff and sleep for 5-6 hours and sell again. About 8 everything's sold out and I would go home. Sometimes I had to find more stuff to sell and then I rest at home for a night and come back again. It's a laborious work but what can I do? I have to tolerate; if not I wouldn't survive. My income comes from selling solely. Now I get 5-600 baht profit a day. But I don't normally earn this much every day. Sometimes I skip two days or come on alternate days. I also have to find stuff. If I come and get only a little, it's not worth the gasoline. I can survive on it with some profit but no savings. I can just make ends meet without any debt; actually I just got rid of all the debts recently. My children do not go to school; they all quit. Though I let them study, they are lazy. They stay home. Sometimes they help out finding the stuff to sell. Children these days just don't care. It's hard to say; I want them to study so that they won't have to suffer hardship like their parents. I just don't know what to do."

Prayong (Age 33, work 5 years smoking for 16 years and now 1 case/day) Prayong is slim, tanned. He sits and smokes near the vegetables stall. He says his domicile is Nakhonpathom. He's the third among 5 siblings. He lives with his parents till he finishes Prathom 4. He is many years away from his siblings. Others got married and went away. Still others stay home and cultivate. It's the family's business. "After finishing Prathom 4, I cultivated with my parents, never been anywhere. I did not lose track – always work and go home. I enjoyed myself with some friends in times of festivals, but not often because I know my family is poor. I cultivated for 10 years or so. It wasn't good; mostly lost. My parents are getting older every day; they hardly work; they are old. They happened to get married and raise children. If it's the same, it's no vain. Somebody I knew persuaded me to sell. I've been doing it for 5-6 years. I got married with the suggestion of my parents. We got to know each other for some time before getting married. I thought I wasn't rich; it's already a luck somebody married me. After marrying, we could help each other work. Now we have 2 sons. Our earn 7-8,000 baht a month selling vegetables. That's some saving. We don't go out often. We don't drink and keep the money for our children. Earnings are good some nights; other nights they are bad. It's not constant. This house we live in is ourselves but the land is the parents' compound for many houses to build on. In the evening if I'm home I would walk to visit my parents. At times we leave our children with grandparents and we come out to sell."

"We sell from around 5 p.m. or so. We wait for the vendors to pick up stuff at night. When we are out of stuff, we return home. Vendors come to pick up again around midnight. Run out of things and we go home to sleep. Around 1-2 a.m. till 6-7 a.m. If we go home late, we tend to get up a bit late. Get up and go get vegetables to prepare. We get them from our home garden. We grow them ourselves. We hire people to help too. We gather them and in the evening we bring them to the market and wait for the vendors to pick up. It's like this every day. At first we're sort of tired. Now it's not so tiring. It's so so. We get used to it. We do it every day. No holidays. We never stop; if we stop, we run out of money."

Sompong (Age 35, work 3 years smoking for 17 years and now 1 case/day) Sompong sells Chinese kale. His domicile is Nakhonpathom. He lived with his parents till he finished Pathom 6 then he followed his sisters and brothers to find a job. After finishing school, his friend persuaded him to work as a truck driver for Mitsu Company. He has worked for 10 years then he resigned. "I left because I disagreed with my supervisor. I was blamed for no reason. I felt nothing was better since I worked. My salary wasn't raised. I just had social security. If I got sick, I could go to the hospital without having to pay for it. I had my salary every month. I got paid for overtime work and other sources of income which enabled me to survive alright. But then I wasn't on good terms with them; I was bored so I left. I had a lump sum of money with me, not much. I came out to live with my wife. I didn't know what to do. I had little money. I thought for about 2 weeks. Fortunately a friend of mine is a vendor. We talked and he suggested that I work as a vendor. I was thinking hard. Living at home earns me nothing. My children will have to suffer. My children already grew up and went to school. My son is Prathom 4. My daughter Prathom 1. Another is still young, a girl. So I come out to sell. I sell Chinese kale and other kinds of vegetables. At first the business was at a loss because I never did it. I made a mistake on speculating on how much to sell. It left over. It was getting better after a while. Some people transported vegetables for us to sell. I couldn't earn much. Sometimes gain, sometimes loss. It wasn't constant. The average income was 3-500 baht a day. Some days gain, others no gain. If I couldn't sell much, I quit the whole month. If I quit, I ran out of money. I was simply at home doing nothing. It was my own home around Nakhonpathom. I lived with my parents and siblings. I had my own room where I lived in with my family. I had no savings. I worked and spent what I earned. No debt. Normally I sold at 2 a.m. and returned home at 10 a.m. I slept and got up at 4-5 in the evening. I picked up my children from school, cooked for them and went on sleeping. I got up again at midnight, then at 2 I went to work. My wife was at home raising children. Sometimes she came out to help me sell, but very scarcely."

Manus (Age 34, work 1 years smoking for 16 years and now 1 case/day) Manus's domicile is Prajuabkirikan. His family grows mangoes, pineapples. He has 4 siblings. He finished Prathom 6. Upon finishing primary school, he helped his family cultivate for 2-3 years. "We didn't get any profit. It was a straight loss. Sometimes it's dry. Sometimes it's flood. Nothing gets better. Every member in the family studies only Prathom 4 or 6. Parents can't afford to send us. "Unless going outside to find jobs, I have to cultivate at home. Fortunately my friend persuaded me to work as a construction worker for a company. To build roads, to drive caterpillars. I did it for many years; in Prajuab, sometimes in provinces. I was promoted to monitor other staff. I supervised them for half a year and then resigned. I didn't like it, so I quit because I worked for 2-3 months but they gave me month-and- a half salary. When I asked them, they averted. So I thought if I continued, I would be cheated. So I left. I stayed home for a while before moving to sell here. My brother persuaded me to come. He came first for 2-3 months. He sold for 1 year already. He sold many things. Eggplants. Previously we profited 2-300 baht per day. Now there are a lot of sellers. If the sale isn't good, we have to reduce the amount. I have many subordinates. We take turns. Sometimes I hire my nephew. No debt. Little saving. Our sole income comes from selling. My family cultivates. Mangoes. In Prajuab. I married two times. At 18. We broke up, no children. At that time I was a teenager. We met and decided to live together. Then we separated. I got this new one at 22. The present one. We have 2 children, 4 and 7. When I got the second one I was working as a driver. Since I moved to work here so I got a wife from around this area. My present home is a rented one. It's behind Wat Yai. I live with my wife. Sometimes my nephew comes to stay with us. My son lives in Prachuab, raised by his grandmother. I scarcely visit him. Once in 2-3 months. Sometimes more or less a month. It depends. If time permits, I go. I send him money. Because if we let him here without anybody to take care of, we would be more worried.

I come to work at 5-6 p.m. sometimes 8 p.m. I work till dawn then I'd ask my wife to take turns, I myself go home to sleep because I drive I have to get enough sleep. Sometimes I sleep till afternoon, sometimes till noon. I then drive to pick up stuff at Ratchaburi and return to sell. I can possibly sleep at twilight. At midnight I have to get up again to sell. It's when the customers come to pick up. They are

regular customers. Mostly before I drive I'd drink coffee. I drink 2 times a day. Once and the other on my way back. I don't normally get enough sleep. I drink some stimulants because I'm often sleepy. Otherwise I don't have enough strength to drive.”

Saeng (Age 32, work 5 years smoking for 17 years and now 1 case/day) Saeng sells tuna fish. He's slim, tall and tanned. He's from Nakornrajsima Province. His family farms. He has 7 siblings. He's the third. He's been with his parents till he finishes Prathom 4 and helped his parents cultivate since he could recognize. He's been at a loss with debts. His parents couldn't afford to send him to school. “At that time I wanted to study, but my family was poor. We had no money. To reach Prathom 4 is lucky enough. Other people who didn't get the chance to study are numerous. I'm bigger than my sister and brother, so I quit so that they can continue. I am out to help my parents work in the fields for some time. The more we work, the poorer we become. So I thought going to work in Bangkok may be a good idea. Things may get better. So I moved to Bangkok with a friend. I thought I'd take whatever job I could find. I become a laborer for 5-6 months. I help my boss do this and that. I asked him to teach me to drive. I secretly absorb the knowledge from others at times. Once I was able to drive, I asked a friend to accompany me to apply for a job. I was a bus driver, have been driving since then. I give some of the money I earn to my parents; they send my sister and brother to school. It's not much, but I was contented that I could at least help my parents. Later I got a wife. She's from Nakhonpathom. Married.(laugh) No, we weren't. No money. I simply took her to live with me and go to apologize for it with her parents later. I have 2 daughters. I have worked for several years. As I grow older, I've saved up some money and turned to be a seller. At first I sell meat. Then the price fluctuates, my money is scant, can't find enough in time. The business's at a loss for many times. I turned to sell tuna fish with my wife. I have sold it for 5 years. The income averages 2-300 baht a day. Here I sell alone. I have deducted the capital. My wife sells somewhere else. Our earnings put together is 500 baht or so. Some days if we were lucky, we get 7-800 baht. I have one daughter in school. Another helps her mom sell. After finishing M.3, she left school. She said she felt pity on her mother and so let her sister

pursue the study. I was sympathetic too but I am unable to send them both. They understood. In the evening we each go home and meet one another at home. We live in a rented house in front of Wat Phai-lom. Soi 16 and 2,000 baht a month. It's a separate house. We share the expense, three of us live together. My daughter is still studying in Bangkok. She still pays for her pickup installments. Not over yet. She sells at 8.00 a.m. till the stuff's over at around 6 pm. Then she returns home to sleep. In the morning she gets up at 5 and drives to get fish in Mahachai then drives back to sell in Nakhonpathom. If I'm tired I stop. I take two days off per month. Never more than that otherwise I'm gonna starve to death. The expense, car installment's high. Even now I can't yet settle financially. Still a long way to go before we get rid of all the debts. Perhaps when my children graduate."

Sunthorn (Age 32, work 1 years smoking for 17 years and now 1 case/day) Sunthorn's origin is Suphanburi. His family cultivates. He's been living with his parents since childhood till he finishes Prathom 6. He's the third. He has 5 siblings. He's helped his parents tend the field since childhood. Sunthorn relates "After I finished Prathom 6, I left to pave the way for my sister to continue her studying. My eldest sister finishes Prathom 4 and has to leave to help the family and let the younger study. I graduated and was out to work. My family is poor without anything to eat. I remember we don't even have shoes. We go anywhere on bare foot. I was hired for general work since graduation. I've been working whatever job if I can earn money. If it's not immoral I'll do it. I've moved to Kanjanaburi since 1987. I've been with my relatives in Kanjanaburi. I work in the plant in the marble mine for some long time. It's very dangerous. A rock fell on and injured my arm while I was working, nobody took care of it. No social security. I paid out of my own pocket. I couldn't work on I had to leave and work in the field again. I lived with my relatives. It' not an easy life. They let you do whatever job you just have to do it because you live in their house. You are hired to work in their house. They did not take care of you as relatives. More like a dependent. No room. That you can sleep on a small space is already a luck. I have always been hired for a while and saved some, I start to invest. Fortunately I happen to know someone who makes knife lathe parts. I first took some from them to sell. It was okay. In the first place I sold knife lathe parts, it was a loss.

I was dead broke. It was difficult then. No money no food. I went back to borrow some money from my mom to invest. Selling was going alright. Better than selling parts. I just started for 1 year with my wife. I took stuff from those fields to sell with some friends at Nakhonpathom. We live together 4 of us. The earnings are just enough for us to survive. A little saving. Some debts to pay on installments, almost over. We earn some 5-6,000 baht. Just left over for saving this year. In the past it was tough. The house we live in now is our own. It's on installments, almost over, a good thing to think of it. We feel happy. We are tired but we earn some money to spend in the household, to send children to school. We never think of changing our job." "The nature of work is selling all through the morning, depending on whether the sold stuff is a lot or not. If it's small amount, it's sold out, we go home early. Generally, we go home 7-8 am and go back to Kanjanaburi and find even more stuff. Sometimes we can sleep others we can't. Mostly we still afford to sleep. We leave Kanjanaburi in the evening around 3-4 pm to reach here about 5-6 pm. We sell till dawn of the next morning. We can then rest since we sell on alternate days even though it's little time to sleep."

Somjai (Age 35, work 5 years smoking for 15 years and now 1 case/day) Somjai sells scraped coconuts, squeezed coconuts at the rear and opposite fruit market. He's tanned. Looks fatigued. His body's slim. Somjai's domicile is Nakhonpathom. Kratindaeng district. His childhood is spent with his parents. His family cultivates. He finishes Prathom 4 because he had to give way to his sister to study. His family members have 5 in all. After finishing school, he didn't help his family in the field, but out to find work by himself. "I'm not the apple of the eyes of my parents. Whether I stay home or not is the same. My family does not have money. I do construction work. I'm a construction worker. I do everything, cutting the grass, sugarcanes, etc. I'm hired for whatever job I can find, if I can earn money. My family is poor. I give some money to them. I change jobs often. When we have debts, we mortgage our field. We then have to work to pay the interest. We just got rid of our debts recently. I have no savings. I have just little money to spend daily. I don't own a house. I give all my money to my parents and they pay the debts or spend it to cultivate whatsoever. I don't feel like staying at home. It's not comfortable since

many families live together. I'm single. Have 9 siblings. I'm the fifth. Now I'm in my elder sister's house and she built to make a separate room for me. But I stay with my nephew. I'm sort of annoyed, so I don't sleep here. I never think of marrying. Who wants me? I don't own a house. At this age and you don't own a thing. You only own your own body. Take a woman with you and she'll suffer. Nobody wants that."

"My house all comes here to work. Only grandson is left at home. Going home at no exact time. Sometimes once in 4-5 days, sometimes half a month, sometimes 3 days. When problems arise, we simply talk, no quarrels, no tension. Owner of the house is an acquaintance who suggested that we come to sell. We are friends. We bought coconuts from Tubsakae. Income approximates 4-5,000 baht. (Capital deducted) we can survive alright. No debts. No savings. Just enough to survive. Little savings. About 500-1,000 a month. No plan to change jobs any more. May enter the monkhood, if any change. I have no wish. My family is no longer suffering. I just do my job, nothing much.

I sleep here. Get up at around midnight. 1 o'clock work till 8 o'clock close and sleep. Sleep until midnight or 1 am. Get up and go straight to continue working. Sleep for 4 hours and no more sleep. During the day I sleep from about 10 pm to 1 am and then get up to take another shift. Take turns with my nephew; he's sleeping at the moment. When he gets up, I sleep. I'm quite busy at 4 p.m. Not busy at 1-2 p.m. Not many customers. They come at 3 a.m. 5 a.m. and gradually come when 6 o'clock shift starts."

Thongdum (Age 36, work 1 month smoking for 20 years and now 1 case/day) Thongdum sells onion and garlic at the market. He owns his own stall. He's tanned. His complexion is rough and he looks older than his age. He looks tired from hard work. He says, "My domicile is Suphanburi. I lived with my parents till I finish Pathom 4. I stay home working as a agriculturalist. Oh, it's hard work. We are poor. We have no knowledge, no money. People in the past have lots of children so they can help one another naturally. Since I can remember I saw my parents work in the fields; never seen them better-off. We have something to eat but not always. Even when I help them work, we are still suffering. When it's time to ordain, I ordain.

I feel it must be more comfortable than working at home. I can be literate this way. I leave monkhood for a while to help my parents in the fields. We have worked for 10 years but still cannot get ourselves better. We earn and we don't; mostly we don't. We have debts all the time. We are bankrupt when our fields suffer from insects. We have no money to pay the debts. We are tense. Now there's some intermission from field work. A friend of mine persuaded me to work as a bus-boy in Suphanburi. I then spent my time on the bus. I earn some money to pay for the debts. As for the fields I let my family handle it; I come out and help on another side. Later I became a driver and got a bus-girl as a girl-friend. We had children. I drove for some long time but could save up a little. I have children so there's a lot of expenditure. When there's not enough money; we are forced to go into debts. We didn't know what to do so we turned to selling. We just talked things over with some vendors on the bus about the matter. We have sold for 3 years and earned around 10,000 baht per month. I have 2 sons; so we are 4 in all. Our only income comes from selling."

"Now we have quite a lot of debts. We asked for loans to repay debts for our parents. We borrowed for family expenditure, for selling investments. We didn't borrow from the bank but from outside the system. So the interest accumulates." Thongdum said he thought selling now would yield some income to pay debts in the future. Selling starts from evening to 7 a.m. of the next morning. After that he goes home and sleep. At noon he goes out to buy and returns to the market at 5 in the evening to start selling throughout the night without sleep. He sleeps 1-2 hours depending on the work. Sometimes he takes turns with his wife. They come together to sell, hoping they can get rid of all the debts.

Somsak (Age 34, work 2 years smoking for 18 years and now 10 pieces/day) Somsak sells tomatoes. He's slim, tanned. He's sitting watching TV at his vegetable stall. He speaks little. His domicile is Saraburi. He's the second of 4 siblings. His family farms with moderate financial status. He's been living with his parents since childhood. Upon finishing vocational school, he left to stay at home, jobless. He's been unoccupied at home for several years. He helps his family work and goes out with friends at free time. While at home, his parents found someone for him to marry; someone he knew. They got married and settled. They had a farm at

his wife's house in Kanjanaburi. They had 2 children. His field earned him gain and loss on occasions. No savings. Work and spend; no trouble. "At my wife's neighborhood, they mostly marry and get separated. We were there helping them cultivate. We basically hired people to help. We were tired but not always. Later we faced 2-3 consecutive losses. My wife's sister then persuaded me to sell here. She came first. My wife's field was rented. It's better than doing the job yourself and loses. We turned this side to sell for already 2 years. Income was okay. No debts and has little saving. My wife helped out selling too. A son and a daughter aged 3-4 years. We rented house in Nakhonpathom and took my wife's parents to help looking after the children. My own parents stay with my elder brother in Saraburi. I seldom visit them. I go home from work about 2-3 o'clock and get up around noon. At noon my wife goes out to sell at another market. I sometimes go with her. Other times I don't. I come to this market at six, sell until 2-3 o'clock before getting a chance to sleep late in the morning. At night here in this market I don't sleep; I get used to it. I get used to selling without any sleep at night. I do sleep at 7-8 in the morning; then I return home."

Secondly, they start working in other occupations before to be vendors (3 persons). Such as bank officer, drawer and driver. There are graduated in junior high school, certificated and Diploma then they have good opportunity to find good job. They family are in medium level. One of them graduated Mathayom 1 and gone to gamble and refer to many finance problems nowadays.

Jeab (Age 30 work 10 years smoking for 12 years and now 2 cases/day) Jeab sells and serving dish foods with his wife at the market. He looks friendly, pleasant and good-humored. He relates that his domicile is Nakhonpathom. He's the only child. His family's financial status is moderate. "My parents indulged me because I'm the only child. So they absolutely indulged me." He lived with his parents till he finished Mathayom 1; then he was lazy so he left. Jeab tells that "I remember when I was about to leave, my parents implored me with their eyes full of tears. They asked me to stay on till I graduate perhaps Mathayom3. I was sort of lazy. I didn't care. I was much influenced by my friends. I was a teenager, so my friend is the best friend. Come to think of it, I shouldn't have indulged myself. They

must have been very sorry.” My friend persuaded me to work as a salesman at Ducky Company. “I worked with a friend we delivered ice-cream. I worked for 2-3 years. Then I got a wife at Nakhonpathom. She was selling dish foods. At first I came to help her informally; then we belonged to each other. I left my job and turned to sell with my wife. I have been selling for 10 years since I did not own a car. I was about 17-18 then. I married my wife and sold dish foods here. Now we have 2 daughters 1 son, aged 13, 10 and 9.”

“At teenage I wanted to try. But I didn’t try to addict I thing must be worse. So I thought cigarettes’ enough. And I never try other thing like drugs or whatever. Mostly teenagers who are addicted are those who want to try. Tension has many causes, expenses, football, and many others. I play too so my imagination runs wild. I play football. I play everything. I started 7-8 years. At first my friend persuaded me, when there’s global competition. I sometimes win, sometimes lose. At first win more than lose. So I had the idea of being the head. It’s mostly like that. Later I take the business myself and the customers’ finance isn’t good. The reliance, the greed, seeing the money, huge sum of it. The chance of getting it is big, so I give my customers the credit. Makes us keep some money in reserve. It appears that the customers cheat. We play ourselves and we lose. We lose the bet so the debt accumulates. Ours and that of the customers. We can’t find the money in time. The money we earn from selling the rice, we dare not take as it should be kept for the family. My wife understands enough. She didn’t say a word. I felt the pressure. I felt guilty I didn’t believe in what she warned, so I smoked heavily. No savings since I bet all on football. Now the debt overwhelms. I can hardly sleep. Get up and I think only of these things. What should I do? Moreover, my children grow up every day.” Jeab retorts with tension and smokes even more heavily. He expels more smoke and smoke more frequently. He covers his head, bows down and speaks silently in fear of being overheard by his wife.

The income from selling is quite enough. Each month’s trading brings insecure profit. The expense in the family is huge. Children’s expenditure, household expense, etc. Main income of the house comes from selling. My wife also sells, doesn’t do any thing else. But she has debts from betting on football. Jeab says, “Once you enter it, it’s difficult to take yourself out. It’s easy to get in but to quit and

not pay the money you're gone be beaten. If I can pay up, I should have quitted. Now I'm still playing with the hope that I will gain some to clear up old debts. I think of when my parents cry not wanting me to quit from school, of when my wife weeps of knowing I'm in football debts. Everyone loves and worries about me. Nobody blames or scolds me at all. I myself am bad, makes trouble, and stubborn.”

Kaek (Age 31 work 3 years smoking for 14 years and now 2 cases/day) Kaek is Islamic, slim, tanned, dark-complexioned. He smokes almost all the time. His eyes are red like someone who hasn't had enough sleep. He wears t-shirt and denim. He's pushing the water cart along with his wife. He looks friendly. Kaek says he has passed a lot of experience. His domicile is Trad. He lives with his parents until he finishes Higher Vocational School. His parents do not have much money. After finishing school, he left his house to find his own job. After graduation, he sat for an exam to work in a bank with a friend. He got two placements, at Bangkai and Loey province. He chose Loey province because he likes cold weather. Kaek says that he didn't expect the weather to be this cold. He went there alone, knowing nobody. Later he was demoted to an unfavorable department. He was moved to Credit department, so he left. He couldn't compete because others used influence through an inner circle. An influential person can move his people to work in a well-earned, light-worked department with frequent promotion. But Kaek had no partisans so he had to move to general department with heavier work and no raise, no overtime, so he left. He couldn't bear the weather since it's so cold. He left in 2529 B.E. Somebody persuaded him to work in a potato field in Ratchaburi. He invested with a friend, rent a land and got a wife there then was married at 18-19. He ploughed potato field for a while then gave up for the business was at a loss and the work was hard. He abandoned and a friend persuaded him to apply for a job at the Jaguar plant as there was a vacancy there. He was luckily sent to Taiwan and worked there for 7 years until the contract lasted. At the time he had children and he sent the money back to them to help release the burden. The contract expired so he came back to work for Alfar again, fixing the car's roof. There was not much job mobility. He gained no privilege from his boss, not knowing how to curry favor him. He didn't know somebody there, nobody supported him. Later the company fired its staff. Those with

supportive boss didn't get affected. Kaek insisted he didn't have any patronage; he was squeezed out of his job. He also felt there was no advancement by being other people's employee. The income was scant; so he left to live at his house with his wife while also looking for something to do. He changed to this present job, trying by himself without listening to anybody. The money's better and it was an independent job, not a hired one.

When he first started this occupation, it wasn't a good selling "Before people acknowledged my selling, it took many days of walking. Luckily certain brands of drinks can be kept overnight. Initially it was a loss. Once the connection was formed, the sale was okay with irregular and regular customers. We felt relieved though we didn't earn much and the income wasn't constant, but we did it ourselves without having to be hired by others. Now that my children grow up every day, the expenses are increasing and that made me stressed."

Wit (Age 33 work 1 years smoking for 13 years and now 5 pieces/day) is a struggling life. Wit is quite plump, rather short, white-complexioned, friendly, smiling. He works all the time even at an interview. He sells eggplants. His domicile is Ubonrajthani province. He has lived with his parents till he finished vocational school. His relatives financially supported him, seeing that he's got a brain for learning. He has 3 siblings. He's the youngest. His family is moderate in financial status. Upon graduation he became a draftsman for a year or so, having a technical college instructor providing him with the tasks. At that time he had sufficient income. Later the instructor moved to teach somewhere else. Nobody supported him with the drafting work, he became a hired driver of a school-bus. Subsequently someone persuaded him to drive a Thai-rat newspaper van; he worked for less than a year, took a sum of money and became a construction worker. He worked with a relative who gave him a loaned sum to invest in a contractual constructing work which he did at a constant loss. He depicted that "I did a contractual work for 3 years. It was a total loss. Other companies with more capitals gave a higher wage rate than us; the workers were moved to work for them. We had the amount of work but nobody was willing to do it. They didn't get paid so the work was left unfinished. The workers weren't paid in full but we already paid the workers out of our own pocket. At last we

accumulated a huge sum of debt. We borrowed another sum from our relatives. Then we changed to invest in wholesaling liquor with a wholesaler who was my friend's brother. It must have been our fate that we were cheated again. They took the goods to sell but did not give us the money. When we asked, they said they had no money. What else can we do? They were more well-known. We had to quit." Later I applied for a job as an employee in an electricity generating company. My position was temporary. Manosh said, "I worked with a foreigner. An expat. A German, can't speak English. We couldn't communicate properly but I knew he looked at me when I smoked. I left this job because my income was lesser, no overtime, no day off. I felt it was too much. The work increased but not the money. When there was a change in the authority, work situation became more stressed. So I left. I became an employee of a Chinese self-owned shop selling rice in the fresh market. The owner paid us nothing. It was like we did the job for free. So I left to work on my own. I had not more than 500 baht. I stayed here without renting. I just asked them for a temporary stay. I paid them 20 baht daily and got the money from selling. No sale no pay. We also receive goods to sell from the stall-keeper who had the stall rented. They had pity on us because we came bare-handed. We had nothing at all. Not even a house. We rented a little room. What we bought to be sold we didn't pay at once. Till we got the money we could then pay. We had to pay utmost respect and beseech them all for credit because we got no money. I came along with my wife with no money to invest. We only survived on our honesty. We put our credit and we paid on time. No cheating. The wholesaler could count on us. We later had some saving. What we are selling now is the fourth selection. Before this I sell cucumber. Many people sell it so we can't sell much. I changed to sell water mimosa, gourd and ended up with eggplants. These vegetables we got from wholesaler. We could survive each month. If goods turn up too much or too many we may not gain any profit. If we could sell some out fast we profited. The most we got was 5,000 or 3,000 a day but not often." Our monthly income is not constant. There is a range of loss to 2,000 or so baht profit (expense deducted) We have some saving, no debt. Our house is a rented one with 4 residents. My wife sells in the afternoon. I sell at night. We have been selling for more than a year. We have 1 motorcycle. "We work 8 days a week, non-stop. We can't stop because what we sell is all fresh goods. If we really run out of stock we

could then rest for 3 months. Not really sure if it's gonna happen. Fresh goods come out often. If we don't sell and our regular customers happen to visit us, they change to other sellers; we lose our customers. Basically customers come at around 3 o'clock. We sell 3-4 cases then we sleep. At 2 am we automatically get up; at first it was in time and sometimes not. In the morning we return home but we may not be able to sleep as expected. Sometimes we can sleep for only 2-3 hours. We take a shower and continue selling in the market. Mostly goods are transported here. They are left waiting for us to sell out. We go home to sleep. When we come back, goods are there; my wife is selling while waiting. I go home to see my wife in the morning; she comes at 8 am. I send children to school and send my wife to the market. I sleep there from 9-12 am. I get up and work. I sell and deliver goods; pick up children in the evening. Around 2.30 p.m. I pick up my children here because we haven't sold out. They come constantly; we sell constantly waiting for customers. We have dinner here, sometimes at home. Then I send my wife and children and out alone again. My wife is at home raising her child. Sleep till 1-2 and get up since vendors come with goods we are supposed to sort out. We scarcely sleep if goods are abundant. Only when they are scant that we can afford to have enough rest. Around 8 o'clock we start to be busy. People come to get their goods; others come to deliver. A bit tired. When sending or picking up my daughter, I would put her in front with the cushion. (My motorcycle is old with a basket adjusted as a small seat made of insecure-seeming iron.) I didn't tie her with it. The elder is 5 at kindergarten 2, the younger is 3. I take my children home to sleep and continue selling. My wife is at home raising her child. These days we don't have much time to rest. In the evening I pick up my children at school and return to sell. My children are around here helping. We don't go home at regular time; depends on the stuff we sell. Sending off my wife at 22 o'clock, I am alone till dawn. In the morning I pick up my wife and send my children to school and pick up my wife back here. When we are absent, we leave our goods here. They are not lost; nobody steal. We disappear for 15 minutes and the stall-keeper next to us look after them for us (laugh) When they are out we look after for them. We help each other. In the future I want to have a car. I want to grow my own vegetables for sale. I want to have a larger stall and I don't want to be determined as to the price

from the wholesaler. I want to fix the price myself like those vendors in Thai market, the bigger ones.”

Thirdly is starting as vendors in fresh market after graduation from junior high school (1 person). Because his family is grocery store and his friend sell pork.

Samlee (Age 33 work 5 years smoking for 19 years and now 1 case/day) Sells port, plump, fair-complexioned, good-humored, always sings. Samlee’s origin is Nakhonpathom. His family owns a grocery store. He has 3 siblings. Samlee’s the second. He lives with his parents till he finishes M.3; he left home to stay with a friend. This friend’s family sells pork. “In the past I was sort of a trouble-maker. I didn’t even finish Mathayom 3. I just left. I was so addicted to friends; I went to stay with a friend. His family sells pork. Since I lived at his house I couldn’t help finding something to do. I had to help out with whatever job they had because I was no longer at school. I was later selling my own goods. My parents kept on complaining and were blaming me, cursing me, crying, imploring. I didn’t care. I was in a teenager’s mood; I didn’t feel like staying at home. My mother complains all day. Asked what kind of narcotics I was involved with, it were all kinds. But I quit afterwards. I used drugs when I worked. Previously it was 3 pills a day. I drove ten-wheeled truck. I left school and wandered. I disappeared from home and depended on all types of drugs whether it be stimulants, liquor or cigarettes. I thought I was cool. I found drugs myself. I bought it from the network. First somebody gave it to me and I could work. Take one and you can drive for the whole night. The fact that I quit was perhaps because I wasn’t addicted to it. Because I thought on certain holidays I could sleep to my heart’s extent; it was literally called “breaking the horse.” Sleep in the evening and get up to eat in the morning. Finish your meal and take a shower then go to work. I then thought I could handle it, living without depending on drugs. After that I was hallucinated. I wasn’t myself so I quit. But cigarettes and liquor were not illegal. Drugs were. To buy them is a risk. The more you use them, the more you are afraid you my get mad; therefore I stopped using them. Once you quit, your body can’t tolerate being deprived of sleep. You don’t even have strength to drive. I stopped driving truck and started selling pork. I brought from farms to sell. Sometimes I bought from slaughter house then I provided it for sale. At four pork is

loaded to us and we cut it into pieces and prepare it for sale. This stall I rented it. My earning is better than government officials, about 10,000 or more. Being a merchant is advantageous, better than these employees. They get more wages because they don't have to rely on social security. They don't have to take the responsibility on lives. None of the law acknowledges it. We pay for ourselves when we get sick. Therefore to hire them needs more money. Only one day off per week, that's Buddhist holiday. Other than that there's no day off. Only 4 days off a month. One month has 4 Buddhist holidays. Father's day and Mother's day are off. The police prohibit you to sell on certain days. Work from 4 o'clock till 2-3 p.m. After that rest, watch movies, stay at home, spend time with your children."

Finally was start working as vendors in other type (1 person). He selling tape, CD and VCD with his partner before change to be vendor in fresh market.

Manit (Age 33 work 2 years smoking for 18 years and now 1 case/day) Manit sells roasted pork. He has tattoo all over his body and 2 arms. His right leg is plagued with polio since birth, making his right leg limper than the left one. He limps and relies on a supporting stick when walking. He said he's from Nakhonpathom. His family sells trifling goods, not rich but not poor. He's been living with his parents till he finishes Mathayom 3. He left school because of his attachment to some of his friends. Out and look for a job with a friend. On the other hand, he didn't want to be a burden to his parents. He thought of himself as a disabled, unlike others. Even though he pursues his studies he wouldn't be able to find a good job. Nobody accept someone like him to work. Upon finishing Mathayom3, he asked for some money from his family to invest in tapes he sells with a friend at the market. The business was going on well. Initially he followed his friend and also sold as suggested by his friend. He got payment. He thought it wasn't so bad so kept on investing with his friend. He has been selling for almost 10 years. Unfortunately at the time there were so many illegal CDs. We couldn't bear it. Legal CDs were so much less sold that we had to stop the business. Now there was serious suppression on illegal CDs only 2 years ago which we already stopped our business. At the time I was married when I am 20 years old, no children. I was at home; couldn't figure out what else to do. My aunt persuaded me to sell roasted pork because her staff left her; so I changed to help

my aunt roast and sell pork. I have been doing it for 2 years. I roast and sell pork at the market. I do it just in front of the house. My aunt gave me 10,000 baht a month. It's a fixed income. I get extra from my aunt. We help each other. I have 1 son, 3 years old. No saving. I earn and spend along the way; but no debts."

"I start working at 9 p.m. I get up and start working immediately. I roast pork. It finishes at midnight. I carry it on the car to sell at the market. It's my aunt's car. We sell it without passing the wholesaler. We sell it until 10 in the morning then we drive home. We get some sleep. We mostly sleep at 6 p.m. and get up at 9 p.m. When my son is here I can hardly sleep. I normally sleep 3-4 hours. When I go to the market I can rest some time. I go with my aunt. I sleep from 4 a.m. to 8 a.m. It depends on the customer. I sometimes suffer from insomnia. It's the market; noisy. On the berth where we sleep people are passing by. Customers come calling for us. We sleep in the car which is not as comfortable as sleeping at home. We come back from the market there'll be another set of pork. My aunt-in-law prepares it for us to roast. We have some helpers to roast at 9 p.m. They finish it then we roast it. Then we take it to sell. We sell parts of pork. Three-layered pork we all have. Those things my aunt arranges it with some helpers. I solely roast pork. It can be done when you are sitting. I don't have to stand. I don't have to walk to and fro. It's not favorable to my body."

4.2 Smoking pattern among vendors

The first cigarette

It is discovered that vendors under this study has formed their smoking behavior since childhood. There are 5 teenagers in their study period and 10 teenagers after graduation. The earliest age of smokers is 13; the eldest is 20. The context and surrounding conditions leading to the first smoking of cigarettes involve similar causes; but the primary cause leading to the smoking of the first roll in vendors at work is quite similar to that leading to smoking in teenage leaving school. That first roll of smoking has an effect on the current smoking, the behavior of which can be divided into 3 stages as follows:

1. Secretly smoking while at school.
2. Smoking after graduation, before starting working life and in monk
3. Smoking just begin working

Smoking while at school

The first piece of cigarettes since childhood during school years and adolescence, these experiences come from curiosity, eagerness to try, absorption from the experience of seeing surrounding adult people smoke. It is perceived as daring like the media such as movies. It is an imitation of favorite movie stars who are described as handsome, mature. These teenagers secretly smoke without letting their guardians know and when they reach adolescence, they start dating, going out to places, which is the period of life and death. Socializing, going out, non-attendance of school makes some young vendors and hawkers leave school intermittently without finishing the curriculum and into the world of laborious work. The secret smoking along school's toilets while being gregarious and being known to only schoolmates of vendors and hawkers has several reasons: temptation, urgency from friends, the attitude that it is awesome or mature-looking. The source of cigarettes is whether it is from home, belonging to members in the family, covert purchase or sharing from friends. The amount and frequency is inconstant depending on the chances. It is usually not very often and smoke at a roll each time when going to school or going out as a group. And the fact that there is not enough money to buy cigarettes in a large bulk is another restraint.

“My first experience was to follow my friend who constantly smoked. I saw them smoke in school's toilets and started thinking it may be all right so I tried. I saw them smoke often. When a friend persuaded me, I tried. I saw them smoke and breathe out smoke just like in T.V.” (Kaek Age31)

“I smoked with a friend, tobacco leaves. Initially I was nauseous. I wanted to try. I smoked filtered cigarettes. Later, while at school I imitated my friends who smoke. I was about Mathayom 4. Also smoked at Mathayom 5-6 but not much, only 1-2 pieces. I tried on and on. The first roll I felt dizzy, but I saw my friend smoke all right, I continued smoking. It was later a habitual action. At home my father smoked but he now quit completely. At school I didn't smoke much. I didn't have money and

was afraid of being blamed by my parents. Again my friends smoked a lot. They smoked Krongthip as ever, almost the whole piece, but didn't drag deep, simply smoked. I smoked a lot when I was among friends." (Manus, Age 34)

"At Mathayom 3 I smoked with a friend. He suggested that we smoke in the toilet. At first drag, I was dizzy. I smoked Krongthip, it was filtered. At second drag, it was still dizzy but I wanted to go on to be like other friends. My friends all smoked. So I did. At that time it was 1-2 pieces a day; I didn't have money. I continued smoking. My father smoked at home, my uncles also did. I saw them smoke since I was young. When I was out at school, my friends smoked. I saw people surrounding me all smoked. Though I knew it wasn't good, I didn't have to look for it. It's there for you to smoke. People often offer cigarettes." (Manit, Age 33)

"I have been smoking for 10 years or so. I started when I was about 16-17. I followed my friend. My friends covertly smoked at school; I wanted to try. The first roll made me choke. I wasn't used to it. At the time my family didn't know about it. Nobody smoked. But my friends did; I was afraid they would laugh; I continued smoking so it became a habit. I kept smoking." (Somsak, Age 34)

"I smoked since I was 14. I was sort of curious at my childhood. In the past it was 3 rolls per baht. My first drag I was with a friend. It wasn't dizzy. My friend taught me, I tried. I smoked casually, didn't drag long. Till I didn't feel dizzy I developed into dragging deeper. Previously it was 4-5 pieces a day. I didn't have much money; just smoked for fun; smoked while drinking. I drank since I was 15. I drank with friends. I used to drink a lot. In the past I was young, unable to earn money myself. When I wanted to buy, it had to be in separate pieces. And the social circle outside school was selfish. They sold to schoolchildren even in their uniforms. They sold because they wanted money. I was young. I was out from home in my school uniform. On certain days without sports activities, I had to buy in my usual uniform. They sold me 2 pieces one baht, 5 pieces for 2 baht." (Samlee, Age 33)

Smoking after graduation, before working life and in monk

Vendors who started smoking after compulsory graduation were about to enter into the workforce as laborers but still depended on their parents were in the primary teenage years. The cause of smoking was trial to imitate those friends who

left school together, those who loitered; to socialize; to roam about at night. Suggested by friends, these teenagers smoked to release themselves from boredom or because they saw their peers, parents, members in the family smoke. They were sometimes offered cigarettes by surrounding people and started thinking of themselves as independent from being school-students into adulthood. The opposite sex was involved in this. Smoking was thus a show-off to females that they were real males. Partial cause of smoking in monk was the fact that relatives offered cigarettes as offerings. They saw these daily and didn't know what to do at leisure. Moreover, other monks in the temple smoked; therefore, they smoked to get rid of loneliness, to pass the time as well as to release tension from the thought that they were illiterate, unlike others.

“I wanted to try myself. Previously I just followed my friends. I was sort of eager to try as other teenagers were. I didn't smoke much just 5-6 pieces a day. Simply imitated one another. I wasn't addicted. It's just a fashion among us. You can't afford to negate it. If you don't smoke, you are out of fashion. As time passed, there was a mingled sense of tension. I couldn't quit yet. My father could. He quit smoking. When I was a teenager, I saw him smoke. As a teenager, I smoked a lot. I smoked tobacco leaves too.” (Sunthorn, Age 32)

“I ordained at 20. I couldn't read so I smoked. I was illiterate, tense, and my relatives often offered me cigarettes. I kept them; then I smoked. The first piece made me a little dizzy.(thinking) That was long time ago I couldn't remember. When I turned to be a driver, I smoked more. I had to get up early and go to bed late. Sometimes I was serious about money or something else so I increased my smoking or equivalent, not less. At home my father also smoked. My mother also smoked. My granddad did also. I saw them smoke since I was young.” (Thongdum, Age 36)

“First I saw Big Guy smoked. I tried once, twice. Big Guy's my father's brother. I continued trying. The first time was Sam-mitr. I was 17 then. I noticed they could smoke; I thought I was also a grown-up, I should have been able to smoke too. (laugh) Did I feel dizzy the first roll? I remember I choked, but I wasn't terrified.” (Prayong, Age 33)

“When I first smoked cigarettes, I was in the suburb, aged 15-16. I already left school. I smoked tobacco leaves with friends. At home my father smoked

tobacco leaves; my elder brother also did. When I first tried, I was in Korat, smoking tobacco leaves with friends. When I worked in Bangkok I changed to smoke filtered because nobody smoked tobacco leaves. I was embarrassed so I had to smoke the same thing as them. I never stopped. I used to smoke Falling Rain. I often changed brands. Can't really count on me; I smoked everything. I worked hard. My friends all smoke. Some drink." (Saeng, Age 32)

"It's since I ordained. When I first smoked, I saw people smoke so I felt like smoking. I wanted to try. Several times then I was addicted. I first tried Krongthip. It was dizzy. I went on since a lot of people offered me as offerings. When I cultivated I smoked tobacco leaves, sometimes cigarettes 10 pieces or so daily. When I cultivated and I rest, at night I smoked. I was used to it. When you smoke while chitchatting, it was enjoyable. I smoked till almost the tip of the roll then I threw it away. I smoked in a normal manner, simply breathing out by mouth; didn't drag deep. At home my father smoked tobacco leaves. I saw it since childhood. He smoked quite a lot. He used to quit. Then he started it again. Now he smokes tobacco leaves. Other things he didn't. He also drinks. But not the whole day; he drinks after work when he's tired. He drinks in the evening, in an old-fashioned way, just for the sake of it. Is he not drinking tonight? (laugh) He's still drinking; he drinks every day; when the weather's cool, around 5-6 am. We live in a compound, a big piece of land. We live close by." (Porn, Age 36)

Smoking just begin working

2 vendors have begun smoking when they started working in adolescence. One of them graduated primary school and left to work within family but never smoking because he does not have money to buy. When he migrated to urban and have new colleagues pursued him to try smoking. The other one graduated high school and to be closed with his Advisor so that he never taste cigarette. When he left from his advisor and started smoking while he is driver because work hard, restless and smoking for driving all night.

"I was in the workforce then. I smoked to keep myself awake. My friend made me up to it. I was 18 then. The first time was Krongthip. The first roll? I wasn't nauseous; I didn't drag long. Just fuming. At home I also smoked because my

father and brother also smoked. I saw them smoke since I was young. I didn't see them sick because of it." (Somjai, Age 35)

Subsequent cigarette

Upon starting with the first piece, the experience of which was different depending on the environment factor, family, income, social, attitude, beliefs, etc. which pushed them to try the flavor of cigarettes, it was discovered that these vendors smoked continuously on occasions. The first roll in teenage which they secretly tried mingled with the excitement derived from it, the quantity of smoking was little by the little money they had at that time. However, once they left school into the workforce and earned income of their own, they formed their social circle not restricted only to the homes and schools. This was a part that contributed to smoking, which was various individually, resulting in the change of smoking pattern according to the social context because of the work, the nature of work, friends and family, working hours, loitering time, socialization with friends and other environment.

Vendors who started working right after leaving school mostly experienced different styles of work. Smoking correlated income they earned in each period of life. While they earned large income, they tended to smoke more. They bought packs of cigarettes, smoked and bought consistently. If they earned little or had little work to do, they smoked in rolls and possibly periodically. Some resorted to asking from co-workers for each roll they smoked. Others turned to tobacco leaves as they consumed less money and provided more cigarettes. On one hand, the nature and time of work affected their efficiency. During hard work and little sleep, they smoked more together with more drinking of coffee and stimulants since more work meant increasing income. Some people maintained the same quantity of smoking since they first smoked by trying not to increase their smoking according to the amount of time or work.

"After starting smoking at school I continued smoking, but not much. I smoked a lot when I worked. At that time I had money. I smoked with friends especially while I was working at Taiwan; I smoked more because of loneliness, tension from work. When I cultivated tapioca I thought a lot about money matters, about not being to make ends meet; I smoked increasingly. I didn't have much money

so I smoked tobacco leaves; it was cheap. My wife didn't complain. I smoked at home. I was with my children. I told them why I smoked. I smoked consecutively roll by roll. I smoked while I was working, the whole piece. I dragged deep. I smoked while I was relaxing." (Kaek, Age 31)

"I started smoking not long after I left school. At school I didn't smoke. My first smoking was with a friend. I was about 15-16 years. It was out of curiosity. The first time I felt dizzy. It was quite terrible. I smoked Krongthong short, no filter and gentle. Later I bought Krongthip. I bought for myself. The first few times was a little. I smoked in the evening while I was driving along with friends; when I went out to respect the Buddha image. Just that, 1-2 pieces. I didn't smoke at home since I didn't want my parents to witness my smoking. When I worked at Ducky Co., I didn't smoke much. One pack survived 2 days. I worked during the day, didn't work at night. I had some time in the evening to sort of walk around. Later I changed because smoking Krongthip I had a sore throat. Now I smoke Marlboro light 2 packs a day. It's light I can make it. At teenage, I wanted to try but I didn't try other kinds, though. That is I was addicted to cigarettes; I realized other things must be worse; I thought only cigarettes was enough. Most teenagers are addicted because of their curiosity. That's it." (Jeab, Age 30)

"I ordained at 20. I couldn't read so I smoked. I was illiterate, tense. Other people were literate. And my relatives often offered me cigarettes. I kept them; then I smoked. When I turned to be a driver, I smoked more. At that time I could earn my own income. I bought them myself; didn't have to wait for others to offer me. Out of them and I had the money in my pocket to buy more. Previously I had to save up to buy cigarettes. As for my driving job, I had to get up early and go to bed late. It's late before I stop working. The more you drive the more fare you collect. You get more percent. It's better than sleeping at home. Sometimes I was serious about money matters. Some months I earn little, not enough to spend, not enough for my mother. I would be tense about household matters, about debts. Whatever matters I would increase my smoking. Since I started smoking, I have done the same amount of smoking. Not less, but didn't increase, though." (Thongdum, Age 36)

"First I saw Big Guy smoked. I tried once, twice. Big Guy's my father's brother. I covertly smoked outside of home. I had no money. I took some of my

father's cigarettes; my uncle's. I didn't work then. No. I continued trying. I sort of depended on the fate because I'm poor. No money like others. The first time was Sam-mitr. I was 17 then. I noticed they could smoke; I thought I was also a grown-up, I should have been able to smoke too. (laugh) Did I feel dizzy the first piece? I remember I choked, but I wasn't terrified. After that I smoked; I tried again. It was nothing. Previously I smoked tobacco leaves; cigarettes; depends on my income. When I was at home, I secretly smoked in the fields. I wasn't able to smoke much at home; I took from others. When I cultivated, I smoked much because I was hired; I had money of my own so I continued smoking. I didn't have to worry about running out of them or having to ask from my father my uncle. Sometimes more than one pack a day. Later I decreased smoking." (Prayong, Age 33)

"The first roll made me dizzy. But I saw my friends have no problems with it, I went on smoking. It became a habitual action. When I ordained, I smoked a lot. I had nothing to do. And people gave me offerings. I always smoke Krongthip. I smoke almost the whole roll; don't drag deep; simply breathe out. At home my father smoked, but now he quit everything. My grandpa smokes two packs daily. In the past there was no filter. I didn't smoke much when I studied. I didn't have much money and also was afraid of being blamed by my family. At that time I started smoking heavily. When I worked for the construction company, I smoked half a pack daily. I had my own income then. I was a grown-up. Moreover, I worked hard, it was a hard life. At the company, I drove, along the range the woods, here and there, sometimes to the south without sleep, trying to make records, the more you make the more money you earn. Who doesn't want money? And my friends smoke. With friends I smoke a lot. Everybody smokes while chitchatting. Alone, sometimes you do sometimes you don't." (Manus, Age 34)

"When I first smoked cigarettes, I was in the suburb, aged 15-16. I already left school. I smoked tobacco leaves with friends. At home my father smoked tobacco leaves; my elder brother also did. When I first tried, I was in Korat province, smoking tobacco leaves with friends. I continued smoking because I had friends. Also cigarettes were cheap; I could share with my friends. When I worked in Bangkok I changed to smoke filtered because nobody smoked tobacco leaves. I was embarrassed so I had to smoke the same thing as them. I used to smoke Falling Rain.

I often changed brands. Can't really count on me; I smoked everything. A little bit well-off and you smoked a higher-class; bought in packs. You can share with friends. Little money and you can buy 3 -5 pieces and smoke piece by piece. I smoked silently; didn't share with friends because I didn't have much. If you share you run out of them because working is harsh. Driving job consumes uncertain time; each day you have to work from dawn till dusk. Not enough sleep. It's tiring. A few smokes can help relieve you. Breathing out helps relieve you a little. My colleagues all smoke. Some drink. After drinking they smoke heavily; it's almost like you get them for free. A lot of smoke; killing mosquitoes. That's the way it is." (Saeng, Age 32)

Vendors who used to smoke for the first time and had to work in an inconstant manner with frequent intermission would smoke increasingly while at work break by providing the reason that it was free time and that they didn't know what to do since they couldn't go out because of being in working hours. The amount of smoking varied according to the free time from work. Upon changing jobs, changing environment with work break restrictions and with ever-monitoring supervision even without prohibition as to the venue of smoking, the employers' expression that they dislike the workers' smoking even within break time resulted in the decrease of smoking among workers with lesser free time.

"Since I grew up, my family members and friends all smoked. People surrounding me all smoked. At teenage I was basically persuaded to smoke by friends. Previously I drove school-bus, newspaper van, I didn't drink coffee. I only smoked. I worked for less than a year and saved a lump sum of money, I turned myself to be a construction worker. I worked for a relative. My relative gave me a loan as a construction investment. It was a loss as usual. As a construction worker I smoked a lot, 2-3 packs a day. It was because I was tense and didn't know who to talk to, so I smoked much. I worked on a turnkey project for 3 years and changed to wholesale liquor; I sold with a friend's brother; I was cheated again. I applied for a job as an employee of an electricity generating company, a temporary position. I decreased to one pack a day because I didn't have free time to smoke. I worked in an air-conditioned room and with expatriate supervisors who didn't want us to smoke. At breaks when I produced a cigarette, my expatriate supervisor would turn to look

crossly and scare me. Out of working hours I smoked with friends, sometimes I had to smoke outside such as pubs or bars to be out of sight. When I met a friend who drank I smoked. I smoked at home. At work break and at work I couldn't smoke. (Wit, Age 33)

“My friend led me to smoke initially. The first time I smoked Krongthip. The first piece? I wasn't dizzy. I didn't drag deep, simply spurt. Once I smoked I became used to it and continued smoking. Now I'm smoking wonder. Previously I smoked one pack a day. Now it's also one pack a day since I was 18. I thought of quitting. I used to quit for a month or so and returned to smoke again. My work was as such; I was sleepless so I returned to smoke. Upon graduation my friend persuaded me to work as a truck driver at Mitsu company. I worked for 10 years then I left because of a conflict with my senior co-worker. I was working then. I smoked because I was sleepy and it helped. At home I also smoked because my father and brother all smoked. I saw them smoke since childhood but my father already quit. My father was sick so he had to quit. He was COPD.”(Sompong, Age 35)

“I smoked since I was 14. I was sort of curious at my childhood. In the past it was 3 pieces per baht. My first drag I was with a friend. It wasn't dizzy. My friend taught me, I tried. I smoked casually, didn't drag long. Till I didn't feel dizzy I developed into dragging deeper. Previously it was 4-5 pieces a day. I didn't have much money; just smoked for fun; smoked while drinking. I drank since I was 15. I drank with friends. I used to drink a lot. In the past I was young, unable to earn money myself. When I wanted to buy, it had to be in separate pieces. When I turned to drive ten-wheeled, I left school and wandered. I escaped from home. Amphetamine, liquor, cigarettes, I took all. At that time I thought I was cool. Money I could earn myself. I bought them myself. I had my own circle. The first time my gang brought me amphetamine. One take could let you drive the whole day and night. Any day if you have day off you could sleep to your heart's extent. It's called, “break the horse.” Sleep in the evening the morning you get up and eat. Eat and then take a shower and go to work. Later it started hallucinating. It started changing you. I was scared of getting mad so I quit. When I quit my body couldn't bear working without sleep. I couldn't drive.” (Samlee, Age 33)

From these case studies, it is clear that the subsequent roll of smoking has been increased by the amount of smoking depending on the rising income, group of friends, socialization, ranging from 4-5 pieces to 1-2 packs whereas drinking plays a part in causing the changes of the amount of smoking resulting in the increased smoking while the laborious nature of work, sleeplessness, uncertain time of sleep, hard work, undetermined working hours depend on the amount of work without any restrictions. The more the amount of smoking to relieve sleepiness and prompt a moment of awakeness. The frequency of smoking tends to be uncertain. The amount varies according to the time of working. The work which requires working sleeplessly encourages smoking much at nighttime or free time when feeling tired, bored of present life but without a better outlet than having to tolerate in the market almost 24 hours. Vending locale is near. Cigarettes are easy to find and convenient. Sometimes they are readily available at hand by regular customers. Expenses for buying cigarettes are uncertain ranging from 100-1000 baht.

Current cigarette

From the first cigarette, the subsequent cigarette until the current cigarette, it is discovered that vendors have different current smoking behavior. Some people smoke more; others smoke less. Others still are inclined to want to quit smoking. The nature of work, the duration of work, peers, social circle relating to their work e.g. regular customers, workers carrying vegetables in the market, peer vendors, acquaintances, rest during work, after work, on holidays including smoking in order to keep awake at sleepless nights. The pattern of smoking can be categorized into 2 groups:

Group 1 Regular smoking: Vendors in this group have smoked for a long time and remain smoking heavily and consistently. They smoke almost all free time or when they want to smoke. Whenever they quit, they develop the symptoms of fidgeting, hands-shaking, they feel they can't do without cigarettes. They have to have cigarettes at hand so that they can smoke instantly whenever they want.

Group 2 Irregular smoking the traits of which are:

2.1 Occasional smoking: These vendors and hawkers can quit when they have to work. Their smoking is restricted by their nature of work.

2.2 Rarely smoking: with tendency to quit smoking. Smoke little but cannot totally quit such as 2-3 pieces daily or 4-5 pieces on certain days or 1 piece a day or not have to smoke at all. Vendors who are about to stop smoking tend to smoke to follow the surrounding or smoke emotionally or smoke to reward themselves.

Group 1 Regular smoking

Vendors who smoke regularly smoke on all occasions. They smoke while working, during work, while relaxing after work, relaxing before work, after returning home, socializing with friends, chitchatting, collaborating with acquaintances, customers, employees, workers. Some people smoke even when they enter the bathroom. Some smoke instantly after wake-up, a must after meals. The longest duration of smoke is 19 years; approximately 1-2 packs per day. The groups which smoke regularly maintain the records of smoking not less than 14 years. In the group of vendors who have smoked for a long time have had a history of beginning to smoke at a younger age and during their adolescence have smoked subsequent roll consistently according to the surrounding, occupation, recent work before entering the occupation of vendors solely as at present. This includes smoking to respond to various emotions arising from work, from infested problems in a lifetime, boredom, enjoyment, a pave-the-way to socialization, making friends with those involved, etc. As long as the smoking behavior has been for a long time until it has become a habit making these vendors unable to decrease their smoking or quit smoking. Upon being unable to smoke as required or once they have tried quitting, they develop physical symptoms that are hands-shaking, heart-shaking, agitation and outrage.

Working in the fresh market involves causes and factors that are similarly favorable to smoking since the periodic working happens at nighttime. It's the time vegetables are transported from the market and customers are to receive materials, making these vendors go through sleepless nights, unable to sleep or rest continuously at nighttime. They have to wait for the customers to pick up items, have to persuade the latter to buy. Transporting vegetables are basically vendors' duties. Sorting out vegetables is mainly done by vendors themselves without hiring others to help. Partial portions of vendors have a lot of possessions in the nature of wholesale that they hire workers to help; therefore, they cannot determine specific working time.

Working time depends on the quantity of things sold. During working hours smoking is not allowed because cigarette ash may fall onto vegetables that are there for sale. Life that revolves around the same locale for almost 24 hours cannot determine which days to be holidays since taking days off means no income. The incoming earnings depend on the amount of things to be sold, customers' desire during that particular period, the amount of items other vendors vie to sell. The acquired income is therefore uncertain, resulting in these vendors' stress from work, income and various environments. It is discovered that vendors with long record of smoking will try to find free time to smoke regularly by being able to determine the period of time for smoking from usual practice. Being able to know the period when customers visit scantily or none and sitting to relax for as long as the cigarette burns out or smoke while free from work, after wake-up and after meals.

“If I drink, I drink a lot. When I drink, I smoke in packs. Mostly I do not sit smoking like this. I smoke and rest for a while till it burns half roll and back to smoke again. It's wasting. I smoke much at noon. At nighttime I sleep. At work I smoke and put it on the table, take it to smoke and rest it again. I smoke after meals, in the bathroom, when there's no work. I reckon it's already an addict. I'm used to it. I can't live without it. I'm agitated without smoking. I used to quit when I fell ill; the doctor prohibited me. I had a cold; I took medicine. It tasted bitter when you smoked. I didn't know anything. I felt dizzy; I automatically didn't feel like smoking. Nobody prohibited me; I smoked and I felt dizzy. It tasted bitter. After I stopped taking medicine, I started smoking again. It took a day and I recovered then I smoked again. It's a delicate matter. Now smoking is an addict already. Wake up and you smoke. Continue smoking; smoke much when you deal with pork. And when you rest from selling; it's kind of tired. When you smoke, you have the chance to take a rest. Sometimes a friend visits you and you say okay take it; it's like you know each other. When you smoke, it helps when you talk. You are used to it but sometimes a boy comes to deliver pork, you give a roll to him like a reward. When you are sleepy, you smoke to recover from it. You don't want to depend on other thing. You are not that sleepy like those who drive. This is you sit and sell; it's just that you don't sleep. Smoke a little and you can stay awake. To relieve tension? No. It's more of a

convention. Tension, it's seldom. You don't smoke only when you are tense, right? You smoke, as usual. (Samlee, Age 33)

“Like I'm out to work in the morning, it's tiring. In the morning we use our thoughts, we think while walking, money matters. Before we could sell, it takes time. Before we get to know vendors, in the afternoon we are out in the market as always; we are not at home at all. Altogether it's 2 packs or more a day; can be said piece by piece. We smoke while selling; we smoke till the end of the roll; drag quite long. I spend my life as usual when I smoke. It's routine. I smoke the most at rest. At rest mostly when we feel like smoking is after the meal. Those who are addicted to cigarettes would smoke first. It's already a routine. When I sell I also smoke but not much. I smoke the most at rest; around 6 p.m. to 8 p.m. almost a pack. I smoke much in the evening, not much in the morning. After selling I would smoke about a pack. At smoke at home; constantly. I have my pack with me all the time; bought from stores. One pack each time cost 35 baht. At present I smoke Falling Rain.” (Kaek, Age 31)

“At present I smoke Marlboro light. 2 packs a day. It's light; not piercing. I can smoke some. It doesn't make my throat sore. It's lighter than Krongthip. I smoke more because I'm tense. At leisure I smoke much. Free and tense. If tense, I would smoke roll by roll. After meals I have to smoke. Frankly speaking, I would stop smoking at bedtime. Other than that I always smoke. I'm with cigarettes as ever. Truly it's not good. But now circumstances lead me; I'm into it, addicted. When smoking, I drag smoke deeply into the lung. It's penetrating. (laugh) Once smoke, it's the whole roll. It's continuous. If not much tense, a roll once in a while. I never get sick (but there are symptoms of fatigue which I myself doesn't think of it as an illness from smoking – researcher.) It's just not strong enough. Can't run; otherwise you'll get tired. It happened long ago since I first started smoking; but I never went to see a doctor. I can't do anything heavy because I smoke heavily. While I smoke heavily I can't afford to get tired. When I'm tired I gasp for breath. I then sit for a while and it's getting better. A big while. Sometimes I sleep and I can't breathe. It's perhaps because I do not exercise or something like that. If you are sleeping and feeling you are in a narrow space or something like that and you can't breathe, you have to get up hastily. Easily tired is not a good thing. I can't do heavy work. I can't

even cross a two-lane street, I would gasp. My wife's family, her father and siblings all smoke. My family, no one smokes. My wife complains. I also smoke at home. If my kids are around I would smoke outside. If it's an air-conditioned, I wouldn't get into the room. I don't want people to get my smoke, I would smoke outdoor. My children used to warn me but I don't think I can quit. It's absorbed into my bones. (laugh) Cigarettes can be bought from general stores. I have them with me pack by pack all the time. When there are 3-4 rolls left, I'll buy a new pack. I buy in advance because I can't survive without them. I used to think I would abandon them, but after each meal, I start to smoke. They have to be ready at home. When I'm free I smoke much. Every evening I smoke before doing anything else. It has nothing to do with sleepiness. Sleepiness is sleepiness; smoking has nothing to do with it." (Jeab, Age 30)

"Now I smoke the same brand, a pack a day. When the weather changes, I cough. My throat is sore. I have a cold. Smoke now more or less than in the past. When I worked, I smoked a little bit more than previously. When customers come to chitchat, I smoke. I'm used to it. Smoking while chitchatting is enjoyable. When a male customer comes, we smoke with him. He has a cigarette and hands it to me, I smoke. Sometimes I hand it as an exchange. We talk as acquaintance. If we don't accept it, it doesn't look good. We smoke till there's the tip left, we throw it away. Just emit the smoke and didn't drag deep. I drive at night I no longer drink. Drink and you'll get sleepy. Smoke and you can continue driving while awake. When you smoke, you smoke even when you are alone. With members of the family, you don't smoke. Sometimes when you are free you go outside alone and smoke without emitting smoke to others. When you buy cigarettes, you buy in packs and keep a pack with you. Put it on the table and visitors come and take it to smoke. Outsiders pass by and take some to smoke. Other brands mostly are not smoked. Krongthip is. Without Krongthip, it's Sai-fon. (Porn, 36)

"I always smoke; never decrease my smoking. I smoke a pack daily. Buy this evening and all are used up tomorrow evening. I buy from general stores. Wherever I pass I buy; I buy where they are used up. Smoke to the tip and throw it away. Enter 7-11 minimart and buy from there. I always have cigarettes with me. Now I smoke only Krongthip. I quit drinking for 2-3 years. I drink coffee. In the

morning and evening. Stimulants I don't drink. When I drink coffee, I don't smoke. I don't smoke when a lot of people are around. I smoke in this whereabouts. I smoke while walking. At night I also smoke. I don't smoke in bed. I drink and smoke among friends. But not often. Since I've been here, I've never done that. I think of quitting, but I smoke as ever. Now I think about staying here; I plan if I can't handle it, I'll stay home. I smoke at my free time. Sometimes once an hour. I don't smoke when I'm not free. I never have a chance to smoke while I work. I don't feel anything special when I smoke, not tired, nothing. I enjoy smoking and I smoke constantly. When I'm in my pensive mood, I smoke. I smoke in the car, or around here, at work and when I do nothing I also smoke. When I'm sleepy, I smoke a little just to get out of it, just to keep myself awake. I feel nothing; if I die, I die. Life has gone this far. It has come half way. I'm not tense while working. Sometimes I'm tired. Sometimes I eat, relax, I smoke and then work. That's all, nothing much. I smoke more during the day because I have to work while awake; at night I sleep. When I get up at one o'clock, I work till dawn, I smoke just one roll. I scrape coconuts, never have free time. Get up at one and about 4 or 5 or 6 I don't feel sleepy any more. During the day I sleep. I feel sleepy at about 8 p.m. and I sleep. I get up and smoke a roll and work. I smoke only a few rolls during the day. Half day it's about 3 pieces. Cigarette expenses are 35 baht a pack daily. 10 days cost 350 baht. A month costs thousands; it's a lot. But they're all up; I'm not serious about it." (Somjai, Age 35)

"Now I smoke Krongthip, about 10 pieces a day. Normally I drink canned coffee. I smoke and then drink a bottle of stimulant. That's it. If I drink, I smoke in packs. Basically I don't sit while smoking. When I work and smoke and put it at rest. Let it burn for half the roll and then back to smoke again; therefore it's a waste. I smoke much during the day. At night I sleep. I smoke after meals, in the bathroom, when free from work. I think it's already an addict. I'm used to it. I can't do without it. I'm agitated when I'm not smoking. I used to quit because of illness and a prohibition by the doctor. I have a cold, take some medicine, and the mouth tastes bitter. When I stop taking medicine, I start smoking again. A day after recovery and I smoke again; it's already an addict. Get up and smoke. Continue smoking. I smoke much when I sell pork and when I rest from selling. It's tiring. I smoke and that's a

rest in itself. Occasionally my friends come to visit, we start smoking. It's like we know each other's hearts. Smoking helps smooth in our talks. We get acquainted but sometimes a lad comes to deliver pork, we gives out a cigarette as a token. When sleepy, we smoke to get out of sleepiness. We don't want to use other things. It's not that sleepy like those drivers. We sit selling; only that we do not sleep. Smoke a little and you can survive. Reducing stress? Oh, no. It's more of a habit. It's not that we smoke only when in stress. We smoke all the time. We drag a little just to feel we are smoking. It has to be through the nose. In the past there used to be a competition. New smokers have to show off that they can emit smoke through their nose. Now I can smoke through the nose." (Samlee, Age 33)

Group 2: Irregular smoking

From the group of vendors under the study, it is discovered that there is only one irregular smoker who smokes only when he is free from work only and has the thought of trying to quit all the time. He has been smoking for 13 years which is the least among those under the study. Nowadays he smokes 3-4 pieces a day after each meal only. Other times when he feels tired or sleepless, he would seek other solutions other than smoking e.g. sleeping and asking for the next stall to take care and call when a customer is coming to buy or asking the next stall to sell on behalf of him while he is at rest. This vendor under the study would stop smoking on occasions and he knows the right time and place. When he quits smoking, there is no symptom of agitation or short-temper. Smoking is restricted by the job on the one part and the intention to stop smoking.

"Now I have decreased it to 3 pieces a day, morning, afternoon and evening. If it's getting dark and I'm sleepy, I won't smoke. Now I smoke less and intend to quit. I think of quitting and realize that it's more dangerous than liquor, so I think of quitting but I can't quit. I can only decrease but still not decisively. Nowadays I want to smoke less as I'm aging. When I gradually decrease my smoking I think suppose I want to smoke, I try to sort of prolong the time to later and then I would forget to smoke so I didn't smoke. When I worked I didn't smoke, I tried to set a rule to myself that whatever I do I wouldn't smoke. At night time I would set a rule that I wouldn't smoke. Like when I sold, I didn't think of it. I sold and I did. Now 3 pieces were

after meals only. Sometimes I forget. Sometimes I ate and I forget to smoke. Now I think of quitting. Mostly when I smoke I would be alone. If there's somebody or other people, I wouldn't smoke. When I'm tense I would walk around to feel relieved. Suppose there's a problem here which can't be solved, I would suspend it. I turn to do other things to forget so later there's an outlet to the problem. During the day or at night it's more or less tiring. If customers are abundant, I'm tired and I sleep. I wouldn't smoke. If it's too much on me, I would leave it to the next stall to take care. Customers come and they tell me. If I don't wake up, they're gone sell for me. We are next to each other. We know each other's price. When they are absent I sell for them. We take turns." (Wit, Age 33)

The pattern of smoking of vendors nowadays, each smoking pattern has different frequency and quantity of smoking with different working context as an element e.g. some vendors have to drive to get things to sell from neighborhood. Some wait for their things at the market to sort out, clean vegetables themselves. Others prepare their stuff at home and drive to sell at the market from night till morning of the next day. Some drive from suburban provinces, sell out, drive to have a rest and back again on alternate days. This includes different working hours. Some people rest from afternoon till dusk. At night they may have a chance to sleep periodically, depends. Some people have to rise in the morning and sell until evening, return home and back again to the market at night, etc. Average working hours per day is 20 hours maximum and 10 hours minimum. Characteristics of co-workers, those involved at work like customers, workers, delivery boy, income and activities, break time from work at night. The most popular brand is Krongthip; readily available. I have smoked for a long time and felt that the taste is more delicate than other brands. Two people smoke other brands giving the reason that the taste is lighter. The smoke is not piercing the throat. Two people smoke tobacco leaves since they believe tobacco leaves are made from herbs, from nature and should be less hazardous than rolled cigarettes and are much cheaper. Expenses of smoking range from 50-2,000 baht or so per month, depending on nature and quantity of work together with sleeplessness that comes to replace going out with friends.

4.3 Quitting

It is discovered that all vendors under the study used to try quitting smoking and regarded that quitting was very difficult for them. Definition of cigarettes is given differently by each smoker including work context, environment, working hours, work environment. Cigarettes therefore still persist with these vendors. There are a group which does not decrease their quantity of smoking at all and a group which smokes less. Both groups accommodate those who have the record of quitting for a period of time but return to smoke again with the reason of tension and work changes which cause disruption in their lives. The return to smoke is not the solution to the problem but they reason that it's the release of tension and an outlet of chaotic temperament. Having a family and children results in the change of reduced quantity of smoking and the tendency to quit absolutely for there is an attempt to smoke less.

The group which smokes the same amount, never decides to reduce or quit smoking

Vendors, who have a long record of smoking, smoke heavily, are not aware of the importance and hazard of smoking, persist in smoking continuously and have a typical smoking behavior.

“When I smoke, I recover from tension. My brain becomes clear. It's an addict. I have smoked for a long time. These things depend on your heart. If your heart really wants to quit, you can. I used to quit for more than a year, I was sympathetic to my children and the cost of living was high. I quit for my children's sake. When I quit, the first 7 days passed by with uneasiness, after that it was nothing. It depends more on the heart. That I returned to smoke was because I was stressed from work.” (Kaek, Age 31)

“My children used to advise me, but I couldn't quit any way. It infiltrated into my bones.(laugh) I thought of quitting many times but I couldn't quit. I tried once not long ago. I could pause for some short time, though. I couldn't live without it. It's not a day yet. At that time I was fidgeting. I ate and when I didn't smoke, I felt annoyed. So I was forced to smoke, to have it. Now I also think of quitting but I can't. When I didn't smoke, I would be very disturbed. I myself wasn't afraid of

sickness because I have come this far, I'm not afraid. Whatever happens. I'm like a fractured ceramic, I won't believe in anything. Having smoked this much, whatever would happen to me, let it be." (Jeab, Age 30)

"I used to try quitting but in vain. Sometimes one month, sometimes 15 days and turnback to smoke again. It's our gang; smoke and pass it on. We used to smoke sometimes it's improper to say no. So I started smoking again. When there's stress such as work stress, I would be easily infuriated; I would smoke again. If I could smoke, I feel relaxed – things delivered are not worth the price. If I can sell things at a good price, I won't be stressed. I would smoke less or not smoke at all. I think my smoking consumes a lot of money annually. It's a lot – 2-3 packs a day and is reduced to one pack. There's no health problem whatsoever. Sometimes it's a stimulus. When we are sleepy and we smoke, it helps. Recently I've smoked less. Each day we can make more money than this, so think about it as a help to the government. Help buy the government's products. (laugh)" (Prayong, 33)

"I used to think of quitting, but no vain. I knew it wasn't useful. I tried quitting. I smoked and coughed. I was selfish so I wanted to quit. I quit for a month. When I become stressed I returned to smoke. At that time I drove, got addicted and drank. I was unhealthy so I paused. When my body recovered, I started smoking again. Now a pack per day. Sometimes more. I emitted smoke. Sometimes half a roll and throw away. But smoking was enjoyable, relaxing. Now if I can quit, I want to. But if I still live on like this, work like this, it must be difficult because I have to be sleepless. I have to sell, buy, drive. Changing work time should help. Later on after selling, I feel I smoke increasingly. I smoke much when I'm tense. Mostly I am not sick. I'm afraid of smoking cigarettes. I saw my grandpa pass away before my own eyes. My grandpa smoked 2 packs a day. In the past there was no filter. He quit for several years already. He was told to quit before he passed away; but he couldn't. I was tense. No holidays. I worked every day; took a day off once in 2-3 months. Other than that I always worked." (Manus, Age 34)

"I used to try quitting and it worked for a week. I was 20 then, was selling cassette tapes. I quit myself without being asked by my wife. I was uneasy then. I later returned to smoke again because of stress. I couldn't remember what I was stressed with but I didn't know how to do so I smoked. I smoked and used my

thoughts. I smoked while thinking. It didn't help you to make out, but it did help you relax, relieved and cool. When I was tired or sleepless, I smoked. And it was like a habit." (Manit, Age 33)

"I used to try. For 3 days. I was worried about having nothing to do so I took cigarette to smoke. When I tried quitting, I had nothing in mind. I was so-so, didn't think I was ill or anything before I quit. When I refrained from smoking for 3 days I wasn't uneasy, but then I had nothing to do. If I had some work to do consistently without thinking much, I would be fine. Sometimes I had nothing to do or when I was relaxing, I would take a cigarette to smoke. I was never ill from smoking. Never was admitted hospitals. I was normally like this. The best way to quit was not smoking at all. I was also thinking of quitting but I didn't do anything so it was.(laugh) But then sometimes I was problem-stricken. Sometimes I had nothing to do, I took out a cigarette. It was a habit. Liquor I tried it a lot. I have decided not to smoke for over 2 years. I was thinking of quitting and I did quit. I didn't eat much. Hungry and I ate confectionery. Suppose in the evening I felt like drinking liquor, I would take some snacks to fill my stomach." (Somchai, Age 35)

"I used to think of quitting 3-4 times; I tried but didn't succeed. For a while I returned to smoke again. I quitted for 2-3 days. It was tense. Tense about earning a living, about family matters, about money matters, oh... thousands. I know there's nothing good about smoking, only bad. It makes your body weak. But when you are stressed, there's no choice. Sometimes talking to my wife can help a little. But cigarettes also help me feel better. Because I have no one and don't know how to do it. I used to smoke and it wasn't dangerous. I smoke and never get sick. I've always been healthy." (Somsak, 34)

"I want to quit but now I still have to work this way. I'm tired. I work long hours. I wouldn't make it if I don't smoke. When I'm sleepy I can't work. I still have a lot of burden. If you don't work, where will the money come from? Smoking cures sleepiness. Don't have to rely on other bad things. My family blamed me about smoking. She wants me to quit. My son and daughter also want me to quit. They asked why I didn't quit. Now I've already accustomed to smoking such tobacco; it made me less stressful; I told them that. They stressed that they wanted me to quit. I used to see a person about to die from cancer. I was scared and smoked less. Now

there's nothing. It seems far away. I can't see any scary example so I feel so-so.”
(Sunthorn, Age 32)

Almost vendors in this group smoking for a long time and graduated in every levels. Married 12 persons and single one. They can quit for a short time and turn back to smoke again because they have stress. And give reasons while their smokings for release stress and tension so that they continuing until now. They never feel they would be sick and never fear that coming to them although their families request them to quit.

The Group Which Smokes Less

Two vendors smoke less. They have family and children. They want to quit because their children said cigarettes were bad; they want their father to quit. The wife is also concerned about his health and wants him to quit also but he can't with the reason that smoking is a habit. Smoking is a relaxation, stress relief and cigarette using is to get rid of sleepiness while working. Driving at nighttime and there is only one who can decrease the number of cigarettes to only 3-5 pieces a day by exercising a lot of effort in restraining himself from smoking and supplementing it with a job so as not to have too much free time because free time can cause cigarette sentiment.

“My children wanted me to quit. I was indifferent because my body was strong, not ill or anything. I've never been sick of smoking because I've never been smoking seriously. I myself want to quit but I can't help it. My wife complained about this; but when I drive, I feel sleepy and have to rely on smoking. Smoking keeps me awake. Now I crave decreasingly. It reduces gradually. Suppose I smoke 10 pieces a day. It's reduced to 8,7,6. When I'm sleepy I'll simply suck the smoke in my mouth and let it smell inside. I'll let myself choke for once and then I'll be alert. It's my accustomed way; I'm not serious about it. I'm kind of bored of myself. I'm lonely and smoking makes me feel I have something to do. It's like I'm tired and can release my temperament. It relaxes. I keep sitting. When I drive, I won't fall asleep.
(Thongdum, Age 36)

“Now I think of quitting also. I'm alone mostly when I smoke. If people are around, I won't smoke. I've smoked much less for some time. I intend to quit, thinking it'll work. Liquor I've drunk for so long, I still can quit. Nowadays I want to

reduce my drinking. As I'm aging, like when I sell I never think about it. I take time selling. Now 3 pieces are for after meals only. Sometimes I forget. Sometimes while I'm eating I forget to smoke. I know it's dangerous; but it's already a habit. At home my children are still young; they are ignorant. My wife said smoking is nothing good. I agree so I try to smoke less gradually. (Wit, 33)

4.4 Accessibility to information related to smoking hazard and campaigning activities against smoking

The use of various media to present the disadvantage and hazard of smoking to create clarity and accessibility toward the target group. The closest and most effective media reaching the vendors who smoke is the warning beside the pack. Vendors under the study comprise those who understand deeply the case-warning. These are people who are literate. For those who do not reach the message are illiterate on the one part and are not interested to read on the other including those who do not smoke pack cigarettes but smoke tobacco leaves. Smokers who buy cigarettes in separate pieces do not buy in packs. Those who used to read the warning beside the pack but do not understand the meaning do not see the overall picture or the real message of the danger of cigarettes. These vendors do not understand what they are reading means. Some are used to reading the warning they do not understand and do not believe in that warning since they never get sick like the symptoms they read from beside the pack.

1. Opinion toward warning packaging

1.1 Not scared

Some warnings packaging do not convey clear message to certain groups of readers e.g. these vendors, partly because they can not read or do not read well. For example, they do not know what COPD is, how is the symptom, where is it in the body. Some vendors do not buy cigarettes each pack separately they do not get the case. They smoke tobacco leaves instead which on the case there is no message like the cigarette case. The Warnings that vendors read may give them indifferent feelings since they do not have the knowledge as to the hazard of cigarettes as well as

can not visualize the picture as depicted on the side of the pack. As time passed, both themselves and others who smoke do not develop any abnormalities as written on the side of the case or fall ill to the extent that they can not work, so they are indifferent to the warnings and pay no attention any longer.

“I do not usually read the side warnings. I am illiterate. I seldom read. Sometimes my children read for me; they want me to quit. I feel so-so since my body is strong, not ill or anything. And that COPD, I don't know (laugh) If you want the warning to be effective you have to choose the horrifying one to show so that we know the bad or the hazardous effect cigarettes have on smokers.” (Thongdum, Age 36)

“I look at the sign quit smoking or whatever. Don't know what cigarettes contain. When I know cigarettes are bad; the smoke's bad; I think I'm old, I let it go. I noticed the side-warning that cigarettes are dangerous, I feel indifferent. I feel this life has come this far, let it come this far. That's it. The side-warnings I read but I'm not afraid because it's far from myself. Can't figure out what it's like.” (Somjai, Age 35)

“The warnings packaging I read but with no effect. Even if it was written if you smoke, your father's gonna die; I still smoke. I choose the one which does not concern me. Like pregnant people; I'm not pregnant so I can smoke. I read but I'm not afraid. I can't imagine, can't visualize. Everything is what we made up. Liquor or alcohol are the same. And then you ask if the society is willing to accept it. Some groups accept it. Say, why are there still smoking area for us? Since if there's no smoking area, people just won't buy cigarettes. Smoke and you got arrested, who's gonna buy, who's gonna smoke. Everybody has his/her subconscious. Our grandchildren, we are worried about; we love them. We know the smoke is bad. My sister's expecting a baby, I won't let her in the drinking or smoking circle.” (Samlee, Age 33)

Those who are illiterate do not have the opportunities to get information about campaign against smoking both from the side-warnings or even from radio, television, etc. which is one channel that gives us knowledge and disseminate it into a wider circle. Since watching T.V. during the break from night shift, there're only entertainment programs e.g. folk songs, sale advertisement, etc. These vendors have

no opportunities to consume news and information during the day time as it is when they sleep and rest and prepare for things to sell. During the night, many channels broadcast programs which bear no relevance to campaign against smoking.

“I have only a few chances to watch T.V. for I live my life here in the market. At night I watch music from T.V. That they campaign is a motivation. I want the government to stop producing. I know that cigarette smoke is dangerous to my health and that of others surrounding me. But so what? Sometimes we do not think of this point at that time. When we smoke we go afar. Side-warnings we read but do not fear. We read but do not understand how. Those vocabularies we never know before. We have little education. What do you expect from us?” (Wit, Age 33)

“I’m not afraid. It’s like a matter outside of my interest. Another thing is we do not have time to take notice. Side-warnings we don’t read; it’s a waste of working time. Some warnings that people read for us, we listen and just don’t care.” (Manit, Age 33)

“Side-warnings I have seen but there’s nothing to it. I’m not afraid. Not afraid at all. I’m not afraid of any warning. If you want us to quit, have the ministry stop producing. Make it decisively. Without cigarettes, that’s all there is to it. Campaign against smoking, against drugs; but why there are still a lot being sold throughout the country.” (Manosh, Age 35)

“I know a little bit about campaign against smoking, I watch from T.V. but I am not much interested. I’ve always been in the market. Sometimes I watch T.V. sometimes not. No campaign or advertisement reaches here. No poster, no picture. I am not that interested. Busy earning a living is hard enough. Warnings packaging I read but I’m not afraid. I don’t quite understand. A good idea is to get a picture of a cancer-plagued patient to put in front of the pack so that people can be scared.” (Prayong, Age 33)

“Warnings packaging I used to read. I read all. As I said, I have little education. I don’t quite understand. How’s it like; it seems so far away. I used to watch what they campaign for the health about not smoking. I used to watch from T.V. or poster. What is scary is those who get infected or diseased like cancer or COPD. But still they are far from us. We are healthy; we won’t be.” (Porn, Age 36)

“Warnings packaging I read. (laugh) But I’ve never been any. I’m not scared. The ad in T.V. is nothing. It’s not scary.” (Manus, 34)

“I don’t often watch T.V. I’m in the market, as usual. I know cigarettes are not good. Its smoke is poisonous. General media like poster, side-warnings I also read, but I don’t feel afraid, I don’t know. I don’t think I’ll be like that. It’s still too far. I’m healthy so far. Some others who smoke also don’t get sick.” (Sompong, Age 35)

“I watch T.V. and know there’s campaign against smoking. Cigarette smoke is disadvantageous. Side-warnings I also read, but I can’t make out. I don’t understand about those diseases. They are still far from me. The ad about a lung-cancer patient which has been projected, that one, was scary so I smoked less. But I didn’t quit. It sort of scared me too.” (Somsak, Age 34)

“Warnings packaging? I scarcely read. They are produced to be sold, why write to warn us. I still smoke any way. Another thing is I’ve never been sick or anything. I’m healthy. T.V. I don’t often watch. I’ve always been here. I don’t see anything much happening. It’s still far. I don’t see any scary example, so I feel indifferent.” (Sunthorn, Age 32)

There’s only one vendor who is not afraid of the danger even though he has had direct experience of a beloved who lost his life from long periods of smoking. But that doesn’t scare him or make him aware of the importance and benefit of quitting smoking.

“The campaigns against smoking all are ineffective, not scary at all. Warnings packaging are also ineffective. I don’t feel it’s gone happen to me. I know it’s bad, but I can’t quit. I read. Scared? I don’t see it. COPD or the like I’ve never seen it. I feel so-so. I used to listen to the radio about campaign against smoking. But now I know nothing about such things because recently I haven’t had much time. I haven’t watched anything. T.V. programs I haven’t watched. The one I used to watch and was scary was COPD. I watched this advertisement and my family died of this disease. He died; he was my great-grandfather. He smoked heavily.” (Jeab, Age 30)

1.2 Scared of death.

Only 2 vendors read side-warnings and were scared of death combined with direct experience of family members who died of heavy smoking. So they were scared and tried to quit or smoked less.

“The media I used to watch was all scary because we all used to see the condition of people affected. My father died of cigarettes. He smoked a lot; several packs a day. He died of lung cancer. I was scared. I tried to quit. Side-warnings I used to read. Now I don't know how it was like. As soon as I know it was too late. If I was bad it was too late. Now I also think of quitting. I threw away money; hundreds a day. I should quit. It's about the environment too.” (Kaek, Age 31)

“Side-warnings I used to read. I can read all. I know. I am scared but I can't quit. The advertisement about not smoking that I watch, it was all scary. The teenagers are scared, so they can quit. They can afford to stop smoking. But those who already smoke, it's difficult. Especially the elderly. The advertisement I watch was scary, but I can't remember which one. I didn't care.” (Saeng, Age 32)

Side-warning campaign measures are effective toward smoking. They make people smoke less and most smokers insist they still do not quit smoking as of now. Side-warnings are seen as usual until they become an acquaintance rather than create any awareness of the danger from smoking cigarettes. Vendors who smoke less are because they fear of the danger from smoking but the fact that they still smoke is because it's already their long-time habit and the conditions of the present-day environment. Some smokers buy cigarettes in rolls, say 5-10. No packs. So they rarely read the side-warnings. Others smoke tobacco leaves of which the packaging are deprived of any manufacturers' printed warnings of danger from smoking cigarettes or any other addictives of the same kind. In the part of the clarity of the meaning of side-warnings are subject to many opinions. Some people do not understand the meaning because of little education or of being illiterate. Others do not understand what is written; they do not know what “COPD” is because it's a medical term that vendors do not usually see. They lack the opportunity to acknowledge and decide to quit and deem it a distant matter that may happen to them. Some perceive the information from watching television or radio program, but this is only a small

percentage because the programs vendors have time to watch is from 01.00-02.00 a.m. of which mostly are folk songs programs and commercials which do not give any health or medical knowledge. Most vendors rest and sleep rather than sit and watch T.V. programs or listen to the radio; only a small portion are empowered to buy television sets for watching at the market.

2. Opinion for Non smoking area

There are only 3 vendors who are aware of the campaign on non-smoking area or prohibition against smoking in public places like buses, restaurants, etc. which these vendors are not sure whether they will be able to endure not smoking or not. Only partly are able to refrain from smoking in restricted places but return to smoke at home or workplace with the reason that they are afraid people would look down on them, that they do not follow the law, that they are not considerate over other passengers, and the reason that they fear the police might capture them.

“Everything is what we make believe. Liquor and cigarettes are the same and then we question if the society accepts it or not. Certain groups accept it. For example, why do we still have smoking area? Suppose there is no smoking area, people just do not buy cigarettes. Smoke and you are captured, who’s gonna buy cigarettes? Who’s gonna smoke? The law bans smoking on the bus, air-conditioned restaurants, government official places. We simply know. When we are near children, when we smoke, we’ll protect them from smoke. But when we are in a hidden or secluded place or smoking place, we start smoking again.” (Samlee, Age 33)

“News about the campaign against smoking? I watch T.V. I listen to the news. I watch but I can’t help it. I know it’s prohibited to smoke where there are a lot of people; so I evade. I won’t go where there are a lot of people. I go to far away places. I’m afraid people would disgust the smell.(laugh)” (Thongdum, Age 36)

“The law non-smoking area, I know. It’s not allowed in official places, hospitals and other restricted places, on public buses. I think if you sit in a public bus, you mostly wouldn’t have guts to smoke because it’s important, you wouldn’t dare take it out, like congested places. Like a lot of high-so people. I think of the fact that they campaign, if I go to important places where it’s prohibited, I would refrain from

smoking. I can make it or I would smoke somewhere covertly where there're not people around. The non-smoking project? If you concentrate on crucial places where there's a fine, I think it's worked so far. Official places or terminals or air-conditioned buses. Like going to Bangkok this time, it's almost 2 hours that I haven't smoked." (Porn, Age 36)

"I know they want us to quit smoking. No smoking in public places. On the bus, in theatres, in department stores. No littering. Smoking is allowed only in smoking area. But if they prohibit smoking for a long time, that can't do. It's already a habit." (Somjai, Age 35)

"That they campaign against smoking? I know a little bit about the fact that smoking is prohibited in public places. On the bus, in the hospital. Cigarettes are manufactured to sell and there's banning, we still smoke any way." (Sunthorn, Age 32)

3. Government policy: no cigarette sale to under age 18

About the government policy that does not regulate any merchandising policy. They never screen identification card of juveniles before selling cigarette even when students are in uniform.

Suggestions for no-smoking campaign

Vendors mostly agree that good campaign starts with younger generation who haven't started smoking or just started smoking by campaigning so that they see the clear and concrete danger and hazard of smoking. e.g. Life-threatening diseases, torment caused by smoking and the change of warning packaging to scary visuals that convey clear message without having to translate the meaning as done currently. Almost of vendors suggest that could be used terrible photo on packs such as patient who nearly to died from disease due to smoking, advertisement promotion and restrict on the law.

"I think if we start from the very beginning, it works more. In teenagers smoking is not allowed at all. You have to look at the starting point of smoking. If you smoke, you're gonna end up one day. It has to have the beginning. How it started and how it ended. It has to be that way. For teenagers of today, they are so stubborn. You have to start with a softer measure and gradually increase to a stronger degree. If

you start with COPD, it's not gonna work. It has to be an example of a person, say, this guy previously he's strong after smoking cigarettes his health becomes weak from the beginning until he suffers from COPD and die." (Jeab, Age 30)

"The ad on no smoking when considered, it's all scary. Now, it depends on how people would choose to do it. The teenagers are scared and so they can quit. They can do without smoking. If you're gonna campaign, you can do it with the younger generation. Prohibit them. For the addicted, just let them suffer from the result." (Saeng, 32)

"Sometimes my children read the side-warnings for me. I take no action because my health is sound. I'm not sick. And the COPD, I don't understand. I don't know what it's like, I don't know what to do.(laugh) I'm not scared. If you want it to be effective you have to show the really scary so that it has an obvious impact of the danger of it." (Thongdum, Age 36)

"If you want it to be scary, the picture has to be pasted on the side of the pack. The picture of a cancer patient or the one who dies of smoking so that the buyer would think a little bit of death when he wants to buy. The quitting project, if you want to focus on the important theme that you don't want people to smoke, now they have adjusted somehow. Official places or terminals, air-conditioned bus with passengers, you can alleviate the problem. Those who are eager to smoke can refrain with consideration." (Porn, Age 36)

"I want a cancer patient to present himself in the manner that once you've seen the picture of him, you are scared of death. The ad that has the most impact is the one with the symptom of the disease. It looks scary so that those children who think of smoking can be scared and abandon the thought. Or a better way, stop producing; otherwise you're gonna buy it any way. That the government campaigns does not come your way, don't really know which way you want. Watch the news, listen to radios and you know where the campaign is held. As you know, now it's like wherever you go, the society doesn't accept it. What can you do? It's like you are on different paths. If it doesn't happen to you, you're not gonna know." (Manus, Age 34)

“The media that has campaign toward quitting smoking which is relating to COPD can scare you and makes you want to quit but still can not convince you to totally quit it.” (Manosh, Age 35)

“The chance to watch television is scarce. I watch from T.V., from posters. In the first place when they campaign is a motivation. I want the government to stop producing.” (Wit, Age 33)

“I rarely watch T.V. I’m always in the market. If you want it to be effective, you have to make it look scary, like people who suffer from COPD or cancer so that nobody dares to smoke.” (Sompong, Age 35)

“If you want it effective, you have to provide the scary pictures like people who are near death, people who suffer from cancer like what we used to have. At that time I was scared too and I smoked less. Now there’s nothing. It’s too far away. We never see any distinct examples so we feel different.” (Sunthorn, Age 32)

Another group recommended that pictures be posted in the market because most of the time is spent in the market; no chance to perceive information or message. Watching television is mostly done at nighttime which there is no program on health. Therefore, if there is a regular announcement or campaign in the workplaces, that should help decrease the desire to smoke.

“I also watch television. I know there is a campaign against smoking. That cigarette smoke is hazardous. Side-warnings I also read, but I can’t figure out. I don’t understand how that disease is like; it’s kind of distant. I used to watch the one that there’s a lung cancer patient that’s projected for a while; that one was scary so I smoked less. But I didn’t quit. It made me scared. Like me, I do not watch much T.V. If there’s a picture on the side of the pack, that’s a good idea; or posted in the market, in stores, that’s another good idea since we all spend our time merely in the market.” (Somsak, Age 34)

“I watched television on the program on campaign against smoking. I’m not scared. The ad I could remember about a patient who suffers from larynx cancer, lung cancer. The question is whether the society accepts cigarettes? Some groups accept them. If there’s no area for smoking, nobody’s gonna buy cigarettes. Smoke and be captured, who’s gonna buy? Who’s gonna smoke? So people can quit. But if cigarettes are produced to be sold prevalently like this, why isn’t the ban on every

spot? Can't do it. There are still areas for people to smoke. Campaigns? Only in the markets, that's it. Another good idea is to paste a scary picture on . People who sell, if they want to smoke, they can have a second thought and refrain from it. A paste on the side of the pack is also a good idea. Once cigarettes are bought the warning's obviously seen. Those who do not fear may have a second thought about it.”
(Samlee, Age 33)

CHAPTER 5

DISCUSSION

The result of the study on smoking pattern in the group of vendors, socio-cultural and economic conditions that result in smoking behavior, accessibility to information and activities concerning the campaign against smoking, hazard and danger of cigarettes are presented in 3 parts.

Part 1 General Information

Part 2 Smoking pattern among vendors

Part 3 Accessibility to information related to ill effects and hazard of cigarette and campaigning activities against smoking

Part 1 General information

This study on social, cultural and economic contexts which related to smoking behavior of the vendors has aimed to study the smoking pattern of vendors, socio-cultural and economic conditions that affecting to smoking behavior including the accessibility to information concerning the hazard of cigarettes and campaigning activities against smoking. From the 15 cases of study who are vendors and working in a big fresh market in Nakhonpathom municipality area, whereas fresh fruits and vegetables wholesale market with 24 hours opened and operated. There are commercial buildings which open as groceries lining on both sides of the side-walk. There are booths or booths with roofs on both sides of the street. Male and female vendors sit on selling throughout 24 hours. The ventilation of air is quite poor especially during the day time when the weather is really hot. Fresh vegetables left along the street give bad smell. Most of booths stand and front to the street. The inside booths are permanent; mostly are occupied by regular sellers. Outside are the irregular vendors or those who have brought fresh items from their gardens to sell after midnight. Vendors who come from other provinces or country sites always park their

cars and sleep at the bus stop where located in front of the market. It is an old bus stop with a small roof where the vendors usually lay down mats on the ground beside the street. Many vehicles run in and out all the times near the place where they sleep. Those who sleep beside the street are not different from wanderers; they lay down on the street and smell the auto smoke all night long.

Vendors who sell at this market work both in the daytime and nighttime. During the daytime they search for things and sell those in the nighttime. Most of them come to get things at around midnight or 5-6 a.m. They have free time at around 10 – 11 p.m. and at 1-2 a.m. Customers usually come to this market during 4 a.m.-10 a.m. and 12 p.m. – 2 a.m. It is clearly seen that vendors in the market work hard and work more than 10 hours per day. From the researcher's survey in the market during different periods of time, it is found that these vendors are always sleepless even though there are no customers; because they keep working almost all the time as they sort out, arrange and prepare things for selling before the customers come.

The life cycle of the vendors in the fresh market has shown in different aspects when compared to other normal people which mean to eating, living and sleeping behaviors. Most of them (10 persons) have a switching lives between day times and night times. This means that they have to get up at a very early morning and work till afternoon or night time (4 persons) or work from midday to midnight (1 person). They have to wake up early to prepare things to sell in the next day. Nine vendors are normally staying at their booths as their homes and sleeping place. They collect and keep all their goods or products at their booths for almost 24 hours, because they have no any employee to watch over their items. They have to do everything by themselves from sorting things, selling, calculating, finding, etc. Some of them (4 persons) have to stay at the booths for more than 10 hours per day even though they can go home to sleep. Two people have to drive from another province with 1 night sleep at the market and return to sleep at home another night. They have no place use for resting at the market. They have to lay the newspaper as a mattress on the street ground at night as they get together the whole family to do selling. The most population (13 persons) work without holidays with an interesting reason they gave as if they stop working they will have no income and lose their customers. Two persons

have 4 days holiday a month. They stop selling on Buddhist days every month and having more holidays on the 12th August and 5th December only.

Most of their works are laborious works which uses much strength in carrying things, moving and arranging commodity. This whole means to cause sleepiness, fatigue both physically and mentally. It has some connection to the use of cigarettes, coffee, stimulants which is equipped with working.

Everyday way of lives of the vendors in a fresh market reflects the lives without area base or a lack of definite communities. By each day, even though they spend most of their times at the market for commercial activities, not for social life, therefore they miss to engage with other dimensions of life. Many vendors use their houses as places to rest and take a break from selling. The rest of the time is for traveling to get things to sell. Such lives are specific characteristics of fresh market vendors which we should pay the most attention to with making strong effort on setting a definite measures or strategy for working on active campaigning on health promotion.

There are 15 fresh market vendors involve in this study as the sample group. All are male aging between 30-36 years; 1 single, the rest are married with children. Their education levels are ranging from Prathomsuksa 4 to diploma from vocational schools. Nine persons finished Prathomsuksa 4. Three finished Mathayomsuksa 1. Two of them received certificate, one received diploma from vocational schools. As for their homes, it is found that 7 of them are Nakhonpathom people by birth, 8 persons are from other provinces both from the Northeastern and Southern provinces (2 from Ubonratchathani, 2 from Kanjanaburi, 1 from Suphanburi, 1 from Petchburi, 1 from Prachuabkirikan, 1 from Trad). Eight of them have their own houses, 5 of them rent a house in Nakhon Pathom, another 2 drive back and forth from their homes in Kanjanaburi province. The lowest starting age of smoking is 14 and 20 for the highest. The minimum length of smoking is 13 years and 20 years for the maximum.

The important background of the vendors can be identified in 4 groups those are a group of 10 who come from agriculture families, secondly a group of 2 who had never do agriculture, thirdly 1 people who started to be a vendor after school and had never change to work on other jobs, the last 2 vendors who used to sell other goods before working at the fresh market. Surprisingly, before they are ending up as vendors

in the fresh market, these people have experienced in many types of works e.g. do farming, general employees, construction workers, truck driving, two-rowed bus driving, selling pork, street vendors, office work, etc. Most spent a short periods of their lives for education attainment and stopped studying because they felt they were bad students, did not want to study, did not like to study and hanging around with friends as a gang. Some are from very poor families and couldn't continue their education because of inadequate fund. These people engage to a working life cycle faster than usual. They have to earn their lives and usually get married at a younger age. When they approach to outside society, they are easily to expose to smoking conditions.

In terms of income, every fresh market vendor cannot tell and indicate his definite wage or salary, as it is relying on the quantity of the goods demanded by the buyers each day as well as influencing by a daily market price of fresh vegetables. Other additional factor is the fact that fresh vegetables and fruits can not be kept for long; therefore, selling has to be done on a day-to-day basis even though they gain less profit or loss. As an overall picture, this selling occupation brings about not bad income, but not secure as permanent job and income. Their daily lives are running in the same area without any recreational facilities, unable to determine resting time by themselves, depend on the need of the buyers who come to buy at anytime all days all nights.

Part 2 Smoking pattern among the vendors in fresh market

Smoking behavior among the 15 vendors under this study was not originated from their current working or environmental factors. As the smoking pattern can be identified in 3 periods of smoking; the first cigarette, subsequent cigarettes, and a current cigarette.

All the vendors started smoking, the first cigarette in teen age. Five of them started when they were studying in secondary school and another 10 started after they finished the education with the minimum age of 14 years and maximum age of 20 years or 17 years on average. Based on a similar context and condition that lead all the vendors to the first try of cigarette. The major causes of smoking in the vendor group

who started in teen age and who started when they engaged to the vendor career are almost the same. Certainly, the first cigarette could give a great impact to a current cigarette smoking. The behavior when they tried the first cigarette can be identified as follows;

1. Secretly smoking while at school.
2. Smoking after graduation, before starting working life and in monkhood
3. Smoking just begin working

Context of first cigarette have 3 reasons as follow: smoking during the Hiding themselves when smoking Followed friends; taught or led by friends (10 persons), smoked out of curiosity and during monkhood wanted to taste due to being used to see father, adult relatives or surrounding people smoke from childhood (2 persons) and smoked because of being vacant or stressed from learning dharma and offered by relatives (3 persons)

The first smoking experience resembles in almost every smoker – choking, dizzy, throat-piercing, giddy, etc. But that didn't prevent them from trying the following time.

It can be generally concluded from the smoking record that the first piece of cigarette of these vendors is normally the preamble of getting to know the taste and atmosphere of cigarette, resulting in the fact that taking the second piece is an easy and acquainted thing, a normal thing without the feeling of guilt, an easier experience. The feeling of guilt left is therefore only a lessened feeling. Data from the life record of the case study also found that the pattern of smoking that shall be continued or frequent is linked to the living pattern of the next period, especially the format and nature of the work done, the difficulty experienced in life, peers and social life, and duo life, etc., all relate to the development of smoking the subsequent rolls. What is noticeable is that the change into mannishness (peers, night life, drinking and women) tend to correspond continuously to make the experience of smoking the first roll be emphasized and repeated easily because of the arising context e.g. going to smoking places, having peer smokers, entering into hard work, being self-sustainable at a later time in spite of the teenage years, etc. Much research has studied smoking behavior of varied groups of population and discovered that the prime cause of smoking has

mostly been imitation of members in the family, peers; curiosity; socialization; fashion; seeming maturity; stress from work. Smoking behavior is; however, one social value inherent in every culture (Achara Sroythong, 1998)

Owing to the fact that these groups of vendors are rather age of older (30-36 years) their lives not only tell of their earning a living and families circumstances, but also mean the long period they have been involved with cigarettes. The shortest period is 13 years; the longest period is 20 years. (Average 16 years) Though the smoking pattern may be different, but as for now, cigarettes have become part of their daily lives. Not a single day has passed without cigarette smoke into the lungs of these people. The average number of smoking ranges from half a pack to more than two packs per day. The brand smoked by almost every one is Krongthip. Cigarettes are used to convey different meanings e.g. a smoking man means someone who is working hard, serious thinker or leader; or otherwise, a disorderly person, relaxation. Smoking may denote values, ideology or many sets of social myth under the same sign that is cigarettes. Cigarettes may mean relaxation from capitalistic time structure. (Wisit Silpasuwanchai, 2001:12)

The information derived from these people reflects that the complied reasons that leading to continuous smoking is the combination of the use of cigarettes as a tool in stimulating awakeness, a friend in times of loneliness or fatigue. This is caused by having inadequate sleep, endurance of sleepiness, sleeplessness in times of driving and transporting goods, work obligation and arrangement of commodity for sale at nighttime, uncertain work time, disability to determine rest time. Cigarettes are therefore the tool for release of tension arising from infested earning problems, income insecurity and non-stop work condition, dwelling of unpredictable future with no solutions other than continuing selling and without time to concentrate on other matters except selling at the market for almost 24 hours. These vendors see no future of change into a better life besides merely earning month by month. Cigarettes have become a social manners equipment of friendliness, an instrument to pave the way for acquaintance, cordiality, harmonization up until they have become reliance both physically and mentally. Working in the physically and mentally vulnerable environment without measures in maintaining standardized safety prone to street and accidental risks, low-education, illiteracy, inferiority sentiment, being looked down

upon as “low in status and illegal” including various overwhelming problems whether they be financial problems, insecure and housing problems, family problems, welfare problems as well as other numerous problems are the reasons for these people’s constant chronic stress condition. (Siriporn Jirawatkul, 1998:16)

From the study of vendors, these people all have working reasons for smoking. The work atmosphere that they have to live with in every day is the main context they claim their smoking is for curing sleepiness and releasing loneliness in times of driving to get commodity for sale, relieving tension arising from work. Encircled problems due to work, inconstant income from trading, using cigarettes as a tool to make friends with customers and employees which will be beneficial to their selling, all these things show that they do not smoke for socialization or enjoyment in the drinking circle or other entertainment ring because the relationship between vendors in the market is not a close or intimate relationship; they separately earn their living without other joint activities beside selling even though their booths are adjacent; they rarely socialize.

The pattern of smoking can be divided into two groups : regular smokers – vendors in this group have smoked for a long time and still smoke consistently; they smoke almost all their free time or whenever they want to. When they cease smoking, they will fidget, hands shaking and feel they can’t do without smoking. They have to have a cigarette in hand or at hand all the time so that they can smoke whenever they want to. The other group is the irregular smokers which can be characterized into 2 types : occasional smokers – these vendors are able to stop smoking when they have to work. Their smoking is restricted with the characteristics of their work. The other group, the seldom smokers. These smokers are inclined to quit smoking. They smoke in small quantity but cannot absolutely quit. For example, 2-3 pieces a day or 4-5 pieces on certain days or 1 piece a day or none at all. They are those who are about to quit and often smoke as led by surrounding or temperament or as a reward to themselves.

Part 3 Smoking pattern linked to work context in the fresh market

It is found that there are many factors which make each vendor smoke in a different way e.g. nature of work, co-workers, work environment, relationship with customers. In recession, self-employed group or low-income group confronts the problem of survival which has an effect on mental condition. Doctor Yongyuth Wonphiromsan stated that the poor, when facing pressure, are inclined to resort to violence both intra and extra violence e.g. drinking more alcohol, beating members of the family (Bhawana Chaisanguan, 1998:26) Normally the jobless often feel tense, some develop distorted behavior by getting together and starting smoking and drinking. (The Disadvantaged Voice in Crisis Project, 2541:15)

Mostly the nature of work is not much different. It's basically the laborious work which relies on physical labor in carrying commodities, moving, walking, or arranging commodities, sorting out vegetables, cleaning, waiting for customers to pick up commodities. All of this means the creation of sleepiness, tiredness and fatigue both physically and mentally connected with the usage of cigarettes, drinking of coffee, various kinds of stimulants together with working or even during intermission. Free from work and they will sit relaxing together with smoking to relax.

Relationship among friends, workers, other persons involved and customers in the fresh market connected in their work. Mostly in the fresh market, there are more men than women including workers who come to carry vegetables, customers who come to pick up things at nighttime. Almost all of these are male who have similar way of living e.g. being suburban people, having to spend their time in the market almost all the time, selling at booths nearby, each with stress and difficult background before turning themselves to be vendors e.g. tension, low income, inconstant income, long history of smoking, etc. These vendors used to use cigarette as their outlet from problems. When they have come to live in the same environment, they have friends who smoke or people living in the market who smoke, they are stimulated to smoke. Even workers who carry vegetables also smoke. Customers who come to pick up things and who are acquainted would stop to talk with vendors before picking up things to sell including ordering things. While waiting for workers to carry things, they would smoke to kill the time and share cigarettes to workers and vendors

to smoke to show friendliness. From this proximity and intimacy, the vendors dare not negate the offer because of fear of losing good intention on the other party.

The current smoking pattern is linked from the beginning of smoking experience which consists of different stages of life. Until coming into workforce in later period and social conditions, the economic condition at that particular time results in the presently lingering smoking behavior. Vendors who are aware of the disadvantages of smoking from the warning message, from family and obligation, from television, would decrease their smoking. Some tend to quit smoking despite the fact that most vendors still have not considered quitting seriously at the moment.

Even though there is a wide campaign against smoking in issues concerning health, the study shows clearly that the campaign against smoking by warnings about the hazard from smoking at the side of the pack (warning packaging) has not succeeded among the group of vendors. But all these, there are two main factors of reasons that are the thought and belief of vendors concerning cigarettes' efficiency to help them carry out their occupation relatively well and the techniques of campaign that do not correspond with the nature of vendors who are only elementarily educated. The campaign by message cannot stimulate these smoking vendors to seriously decide to quit smoking since the side-warnings cannot convey the meaning as to what constitutes the danger toward health or how the hazard of smoking is all about. The warning message is of the particular characteristics that make vendors feel that that danger will not happen to them and that it's other people's problems, it's a distant matter and ignores the nature of the danger caused by smoking. They do not fear since they do not understand what the danger is, how it is and how the danger and severity which might occur may affect them. The message used in the campaign cannot convey the message to the vendors who receive only basic education or even those who graduate vocational school cannot comprehend how the health problem on the package is all about. In the minds of these vendors, the distance between strong health and fatal illness is still far apart.

Vendors' migrant lives and daily schedules that are different from those of general population in the society prevent them from the opportunity of fully receiving information. The accessibility of various media organized by the government is scarce including the data and information concerning the campaign against smoking. Some

of them are aware of the message about the campaign against smoking but not often, which makes it unable for them to be aware of the danger of smoking by themselves. Most of them realize the ban against smoking in public places, in hospitals, and people-congested areas. But this does not affect the vendors because some of them still covertly smoke even in the non-smoking areas.

Quitting

It is discovered that all vendors under the study used to try quitting smoking and regarded that quitting was very difficult for them. Definition of cigarettes is given differently by each smoker including work context, environment, working hours, work environment. Cigarettes therefore still persist with these vendors. There are a group which does not decrease their quantity of smoking at all and a group which smokes less. Both groups accommodate those who have the record of quitting for a period of time but return to smoke again with the reason of tension and work changes which cause disruption in their lives. The return to smoke is not the solution to the problem but they reason that it's the release of tension and an outlet of chaotic temperament. Having a family and children results in the change of reduced quantity of smoking and the tendency to quit absolutely for there is an attempt to smoke less. Categorized to 2 groups as follow:

1. The group which smokes the same amount never decides to reduce or quit smoking. They have a long record of smoking, smoke heavily, are not aware of the importance and hazard of smoking, persist in smoking continuously and have a typical smoking behavior. Almost vendors in this group smoking for a long time and graduated in every levels. Married 12 persons and single one. They can quit for a short time and turn back to smoke again because they have stress. And give reasons while their smokings for release stress and tension so that they continuing until now. They never feel they would be sick and never fear that coming to them although their families request them to quit. Sometime they were smoking due to request from friends or during talk with their customer.

2. The Group which smokes less has two vendors smoke less. They have family and children. One of them graduated primary school and other one graduated from high school and smoking for 13-16 years. They want to quit because their

children said cigarettes were bad; they want their father to quit. The wife is also concerned about his health and wants him to quit also but he can't with the reason that smoking is a habit. Smoking is a relaxation, stress relief and cigarette using is to get rid of sleepiness while working. Driving at nighttime and there is only one who can decrease the number of cigarettes to only 3-5 pieces a day by exercising a lot of effort in restraining himself from smoking and supplementing it with a job so as not to have too much free time because free time can cause cigarette sentiment.

Accessibility to information related to smoking hazard and campaigning activities against smoking

1. Opinion toward warning packaging

1.1 Not scared. For example, they do not know what COPD is, how is the symptom, where is it in the body. Some vendors do not buy cigarettes each pack separately they do not get the case. They smoke tobacco leaves instead which on the case there is no message like the cigarette case. The Warnings that vendors read may give them indifferent feelings since they do not have the knowledge as to the hazard of cigarettes as well as can not visualize the picture as depicted on the side of the pack. As time passed, both themselves and others who smoke do not develop any abnormalities as written on the side of the case or fall ill to the extent that they can not work, so they are indifferent to the warnings and pay no attention any longer.

Those who are illiterate do not have the opportunities to get information about campaign against smoking both from the side-warnings or even from radio, television, etc. which is one channel that gives us knowledge and disseminate it into a wider circle. Since watching T.V. during the break from night shift, there're only entertainment programs e.g. folk songs, sale advertisement, etc. These vendors have no opportunities to consume news and information during the day time as it is when they sleep and rest and prepare for things to sell. During the night, many channels broadcast programs which bear no relevance to campaign against smoking.

1.2 Scared of death. Only 2 vendors read side-warnings and were scared of death combined with direct experience of family members who died of heavy smoking. So they were scared and tried to quit or smoked less. But for a long time they turn back to smoke as same.

2. Opinion for Non smoking area

There are only 3 vendors who are aware of the campaign on non-smoking area or prohibition against smoking in public places like buses, restaurants, etc. which these vendors are not sure whether they will be able to endure not smoking or not. Only partly are able to refrain from smoking in restricted places but return to smoke at home or workplace with the reason that they are afraid people would look down on them, that they do not follow the law, that they are not considerate over other passengers, and the reason that they fear the police might capture them.

3. Government policy: no cigarette sale to under age 18

About the government policy that does not regulate any merchandising policy. They never screen identification card of juveniles before selling cigarette even when students are in uniform.

Suggestions for no-smoking campaign

Vendors mostly agree that good campaign starts with younger generation who haven't started smoking or just started smoking by campaigning so that they see the clear and concrete danger and hazard of smoking. e.g. Life-threatening diseases, torment caused by smoking and the change of warning packaging to scary visuals that convey clear message without having to translate the meaning as done currently. Almost of vendors suggest that could be used terrible photo on packs such as patient who are nearly to die from disease due to smoking, advertisement promotion and restrict on the law. But in vendors they can't to be quit because it's long time to addict and thinking it's so far from present to illness by smoking. Their life is routine cycle never have opportunity to change.

About the no-smoking law they suggest should be policed more strictly in government offices, medical outlets, schools, department stores and restaurants, to ensure the ban is 100% enforced. Advertisements campaign it's necessary. Almost of vendors prefer to have poster or small exhibition of campaign against smoking in fresh market because they stay at the market all day and night if government policy can be support information directly to them it will motivate them to quit. When watching television at night they never have seen campaign against smoking or health information.

CHAPTER 6

CONCLUSIONS AND RECOMMENDATIONS

This research has an objective to study the socio-cultural pattern of smoking among the group of vendors including contextual conditions which resulting to smoking behavior such as working conditions and environment, working hours, family condition, and accessibility of information concerning the campaign against smoking for these people. This study applies different kinds of data collection techniques such as informal interview, in-depth interview, participatory observation and non-participatory observation with the group of 15 vendors who are working in the municipal area of Nakhonpathom province.

6.1 Conclusion of the Research

General Information

Among 15 vendors; the studied group, 14 are married, and one is single. Their education levels are ranging from Prathomsuksa 4 to diploma from vocational schools. Nine persons finished Prathomsuksa 4. Three finished Mathayomsuksa 1. Two of them received certificate, one received diploma from vocational schools. As for their homes, it is found that 7 of them are Nakhonpathom people by birth, 8 persons are from other provinces both from the Northeastern and Southern provinces (2 from Ubonratchathani, 2 from Kanjanaburi, 1 from Suphanburi, 1 from Petchburi, 1 from Prachuabkirikan, 1 from Trad). Eight of them have their own houses, 5 of them rent a house in Nakhon Pathom, another 2 drive back and forth from their homes in Kanjanaburi province. The lowest starting age of smoking is 14 and 20 for the highest. The minimum length of smoking is 13 years and 20 years for the maximum.

Smoking Pattern

The first cigarette

Smoking pattern among the group of 15 vendors in fresh markets can be found as it originated from working condition and environment. All of them have started to smoke when they were teenager with the minimum of age 14 years and maximum 20 years or 17 years in average. Five people started to smoke since they were studying, 8 after finish their education and stayed at homes and 2 persons when they began to work after graduation. The definite context and environmental condition which lead the studied population to smoking practice can be identified in 3 main reasons; 10 persons followed their friends themselves/ some friends taught them/ or friends motivated, 2 wanted to try because they have seen their family members practiced on smoking, 3 smoked when they were monks and had nothing to do at that moment or got stress caused by hardly studying the Dhama or some people presented.

The first experience of tasting cigarettes was similar in almost every one – choking, dizzy, throat-piercing, giddy, etc. However, this is not what can influence and protect them cancel to smoking the next time. They give the reasons that they want to imitate their friends, to desire to be accepted by their friends because they are in the same group. Besides, the people surrounding them such as their fathers, grandfathers, grandmothers, other relatives, some neighbors, or their close friends also smoked. As these of people smoke for many years and they do not have any abnormal symptoms that indicate the danger from smoking. The vendors revealed that they had never let their parents know they were practicing smoking when they were adolescent. It was a secret smoking with friends or at the times of socialization and drinking they smoked outside their houses and beyond the adults' sights. There is not much smoking since they do not have income of their own.

Subsequent cigarettes

As there are differences of reasons and conditions that influencing to the starting of the first cigarette in the group of vendors; environment, family types, income, peer group, perception, and personal believes, these pushes them to try the tastes of cigarettes. It is found that these vendors smoke continuously depending on what are the occasions. The first roll of cigarette is found in teenager age which is

started as a secret smoke mixed with the excitement of tasting. The quantity of smoking is sometimes reduced caused by financial problem they faced at that time. After they left school into the workforce or become labors, therefore they can earn income and especially they are not restricted only in their home and school these are major factors influencing them to start smoking continuously. However, each individual has his specific reason to going on smoking. This has resulted in the change of smoking pattern according to social context on work, work nature, friends and family, working hours, socialization time, friends and environment, etc.

It can be obviously seen that smoking frequency is gradually increased caused by an increasing of income, friends, and socialization times. It started from 4-5 pieces to 1-2 packs a day while drinking alcohol plays a part in changing the quantity of smoking and causing an increased smoking. This phenomenon is occurred depending on the types of work which need physical strength or labors, sleeplessness, uncertain sleeping hours, hard work, uncertain working hours relying on the amount of work but without restriction on an increase of smoking in order to keep awake for a while. Therefore the frequency of smoking is uncertain and changed according to working time. Work which requires sleeplessness cause more smoke during the nighttime or free time when they feel fatigue, boring with their works without any solution even though they want to change their work. The expenses for cigarettes are various ranging from 100-1,000 baht per month.

The current cigarette

It is found that the vendors practice on smoking in different manners based on types of work, working hours, and peer group. Some smoke increasingly while others smoke less. Some are inclined to stop smoking. Relation in their working society such as with regular customers, vegetable carry workers and other vendors is a crucial factor influencing to smoking pattern. In addition, leisure time during and after work including holidays, and smoking in order to be alert on sleepless nights are very important element. The studied vendors can be divided into 2 groups of smoking pattern as follows;

Group 1: Regular Smoking

This group of vendors have smoked for a long time and continuing on smoking heavily. They smoke at almost all their free times or whenever they want to smoke. When they stop smoking, they start frustrating, hands shaking, and feel that they can't do without cigarettes. They have to have cigarettes with them all the time so that they can smoke whenever they want.

Group 2: Irregular Smoking consists of two types:

2.1 Occasional smoking: These vendors can stop smoking when they are working. Smoking is restricted by the nature of work.

2.2 Rarely smoking: They are inclined to stop smoking. They smoke little but cannot totally stop smoking e.g. to smoke 2-3 cigarettes a day or 4-5 on a certain day or 1 cigarette a day or living without it at all. They are about to quit and seem to smoke relying on environment, emotion or as a reward to themselves.

The age range of these vendors in this study is 30-36 years. This age is not only indicating the earning and living condition of their families, but also means the long time of their lives involved with cigarettes. The shortest time is 13 years; longest is 20 years (average 16 years). Even though they have different smoking patterns, but cigarettes now have become a part of their daily lives. There is not even a single day that has no cigarette smoke enter into these people's lungs. The average number of smoking is a half pack to more than 2 packs a day. The most popular brand of cigarette for this group is Krongthip.

The life cycle of the vendors in the fresh market has shown in different aspects when compared to other normal people which mean to eating, living and sleeping behaviors. Most of them (10 persons) have a switching life between day times and night times. This means that they have to get up at a very early morning and work till afternoon or night time (4 persons) or work from midday to midnight (1 person). They have to wake up early to prepare things to sell in the next day. Nine vendors are normally staying at their booths as their homes and sleeping place. They collect and keep all their goods or products at their booths for almost 24 hours, because they have no any employee to watch over their items. They have to do everything by themselves

from sorting things, selling, calculating, finding, etc. Some of them (4 persons) have to stay at the booths for more than 10 hours per day even though they can go home to sleep. Two people have to drive from another province with 1 night sleep at the market and return to sleep at home another night. They have no place use for resting at the market. They have to lay the newspaper as a mattress on the street ground at night as they get together the whole family to do selling. The most population (13 persons) work without holidays with an interesting reason they gave as if they stop working they will have no income and lose their customers. Two persons have 4 days holiday a month. They stop selling on Buddhist days every month and having more holidays on the 12th August and 5th December only.

Accessibility to information related to smoking hazard and campaigning activities against smoking

The use of various media to present on ill effects and hazards of smoking for better understanding as well as to be able to reach the target group. The most accessible and nearest media is the warning on the cigarette packs. The vendors who participated in this study comprise both the group which can access to the warning because they can read, and the group that cannot access because of their illiteracy and poor attention. The first group refers to those who do not smoke a pack cigarette but smoke tobacco leaves and those who only buy a single cigarette or several cigarettes each time but not buy the whole pack of cigarette. There are someone's who used to read the warnings but could not understand and visualize the entire warning message about the danger of cigarettes. These vendors do not understand what they are reading. Some are used to read the warning which they do not understand and do not believe in because they themselves haven't had experienced of illness as described in the warning.

As for the attitudes about the campaign against smoking among the vendor group, these can be divided into 2 types: **Not scared because they do not understand what that hazard is all about, how it is and what kind of danger it poses or how severe it is that might happen to them.** The various message used in the campaign cannot convey the meaning to these vendors who have only primary education. And **Not scared because they think of it as a distant matter which might not happen to**

them. The message that indicates health problems due to smoking that smoking creates lung cancer, COPD, cerebral hemorrhage and others is the image of health condition that is different from their current health condition and that their and the surrounding people's health are still generally strong. In these vendors' minds, the distance between their strong health and the sickness that these diseases bring is still far apart.

As for the campaign of non-smoking area, only 3 vendors recognize the ban of smoking in public places like on the bus, restaurant, etc. which these vendors are not sure whether they will be able to endure not smoking or not. Some of them can stop smoking in non-smoking area but will return to smoke once they reach home or office with the reason that they are scared of being looked negatively by others, scared of being blamed that they do not follow the law, are not considerate towards other passengers and scared of being captured by the police.

Vendors' migrant lives and daily schedules that are different from those of general population in the society prevent them from the opportunity of fully receiving information. The accessibility of various media organized by the government is scarce because these people have not received much information. They have day sleep, commuting, and spending the rest of the time in the fresh market. Watching television is done at night time i.e. after 24.00 hours which is sleeping time which comprise only folk song programs, ad on stimulants and consumer products only. There is no message about the campaign against smoking even in the market itself there is no poster about the campaign against smoking at all. Around the stores, there are posters advertising various brands of stimulants hanging in front of the stores. Some of the vendors perceive information about campaign against smoking, but not much. This is unable to stimulate them to be aware of the danger of smoking by itself. Most of them know there is a ban against smoking in public places, in hospitals and in people-congested areas; but this has no effect on the vendors and hawkers since some of them still covertly smoke even in non-smoking areas and those non-smoking places are deprived of the chances they will enter.

6.2 Recommendations from the Study

Vendors' way of life that is different from that of general people in the society is the life with the paths of eating, living, and sleeping different from normal people. Most of them switch night and day and vice versa. The rest have to get up early in the morning and work until afternoon or night or work from twilight until midnight. Relationship among friends, workers, other persons involved and customers in the fresh market connected in their work. Mostly in the fresh market, there are more men than women including workers who come to carry vegetables, customers who come to pick up things at nighttime. Almost all of these are male who have similar way of living e.g. being suburban people, having to spend their time in the market almost all the time, selling at booths nearby, each with stress and difficult background before turning themselves to be vendors e.g. tension, low income, inconstant income, long history of smoking, etc. These vendors used to use cigarette as their outlet from problems. When they have come to live in the same environment, they have friends who smoke or people living in the market who smoke, they are stimulated to smoke. Even workers who carry vegetables also smoke. Customers who come to pick up things and who are acquainted would stop to talk with vendors before picking up things to sell including ordering things. While waiting for workers to carry things, they would smoke to kill the time and share cigarettes to workers and vendors to smoke to show friendliness. Mostly the nature of work is not much different. It's basically the laborious work which relies on physical labor in carrying commodities, moving, walking, or arranging commodities, sorting out vegetables, cleaning, waiting for customers to pick up commodities. All of this means the creation of sleepiness, tiredness and fatigue both physically and mentally connected with the usage of cigarettes, drinking of coffee, various kinds of stimulants together with working or even during intermission.

Almost of first cigarette during while the teenager. Second time that variable change with type, amount related to their income, work tome, environment, social and friends have more frequency. By the way if the second times not too long the pattern has different that it's not consistencies, which for release stress at the early time of

work From this study found that the second times of smoking to current smoking it's so long time and refer to addict by nicotine.

Vendors mostly agree that good campaign starts with younger generation who haven't started smoking or just started smoking by campaigning so that they see the clear and concrete danger and hazard of smoking. e.g. Life-threatening diseases, torment caused by smoking and the change of warning packaging to scary visuals that convey clear message without having to translate the meaning as done currently. Almost of vendors suggest that could be used terrible photo on packs such as patient who nearly to died from disease due to smoking, advertisement promotion and restrict on the law. But in vendors they can't to be quit because it's long time to addict and thinking it's so far from present to illness by smoking. Their life is routine cycle never have opportunity to change.

This makes it impossible for them to access the campaign against smoking since perception from general media whether it be radio, television, diagram, poster, exhibition about the campaign is not within the involvement of these people. These vendors expressed their attitudes and suggestions as follows:

1. Campaigning activities against smoking at the fresh market should be increased e.g. pasting of posters about the campaign against smoking or mobile exhibitions to increase the degree of perception of these people on the information.

2. As for the campaign on radio, television, etc. public relations should be increased or air time at night because it is the only time these people can have a chance to receive information from television.

3. Campaigning activities against smoking should be promoting with Campaign against drinking alcohol.

4. Starts campaign against smoking with younger generation who haven't started smoking or just started smoking in school, university and promoted relationship in family. So that they see the danger and hazard vividly and concretely via various media e.g. fatal diseases, sufferings occurring from smoking cigarettes.

5. Message communication is not effective as to make these people aware of the danger and hazard of smoking. These vendors suggest that visual communication be in place to make them scared instead of message which they cannot understand.

6. Restrict in law to control the merchant and teen age.

6.3 Suggestions for future research

1. There should be experimental research related to perception of needed information among vendors e.g. organization of exhibitions concerning the campaign against smoking as well as tests on knowledge and attitudes of participants before and after attendance.

2. Further research study on no smoking vendors in the same fresh market. Contribute to a better understanding on socio-cultural dimension, perception towards no-smoking and release stress in the other way, conditions and context leading to none smoking.

3. Further research study on smoking practice in the group of female vendors.

4. Further study on campaign against smoking and drinking that suitable for vendors to help them quitting.

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APPENDIX

Data-gathering Tool

This research consists of informal interviews and in-depth interviews according to interview guidelines. It is of the nature of open-ended questions in order to acquire involving data in detail by determining an outline of interviews of vendors and hawkers who smoke in the fresh market and data record form from the observation.

Objectives

1. To study socio-cultural context and patterns of smoking of vendors and hawkers
2. To study the contextual relation and conditions that has an effect on smoking behavior especially the surrounding conditions of occupation and family background.
3. To study the approach of measures, source of data concerning the hazard of cigarettes and campaign for non-smoking activities of vendors and hawkers.

Target group

Smoking vendors and hawkers in the fresh market

1. Informal interviews and in-depth interviews

Required data	Detail	Question guidelines
1. Fundamental data	Personal data	- Name-surname. Age. Marital status. Number of children and family Members. Education. Family income. Family characteristics. Residence. Parents. Domicile. Birthplace.
	Living circumstances	- Characteristics of residence. Ownership. Area of residence. Circumstances. Pollution. - Neighborhood

Required data	Detail	Question guidelines
	Work experience	- Age of starting work. How many years of working. Change of jobs before current job. Reasons of leaving. Current occupation
	Work context	- Nature of work. Responsibilities. Number of hours per day. Days off each month. Welfare. Extra income. Obligations. Savings. Distance of traveling. Traveling expenses. General expenses.
	Leisure activities	- Leisure Activities
	Activities at home	- Activities at home. How many hours. Who to perform activities with, inside or outside home.
2. Smoking pattern	First roll	- Age at first smoking. First roll. Where from. How many rolls first time. Feeling at first smoking. Where. With whom. Members of the family smoke or not.
	Subsequent roll	- Smoke or not after first roll. Where to get cigarettes from? How different does it feel from the first time? Quantity. Time. Occasion. What brand. Smoke more or less or quit. Why. Depend on the nature of work at that moment?
	Current roll	- How many rolls. What brand. When to smoke. Reasons for smoking. Occasion. Place. Smoking expenses. When to smoke much/less? Smoking circumstances e.g. co-workers, employer, customers, nature of work, How does leisure have effect on smoking?

Required data	Detail	Question guidelines
3. Attitudes towards quitting	quitting	- Ever tried quitting? Why quit? Successful? Reasons for quitting. How many days free of smoking? Reasons for returning to smoke. - Currently thought of quitting or decreasing smoking? How? Why so?
4. Attitudes towards campaign against smoking	side-warning	- Feeling towards side-warning. First time and subsequent time of understanding towards meaning of side-warning. How? Scared? How to make it effective?
	Legal ban against public smoking	- Attitudes towards legal ban against public smoking. Able to conform? How? How to make it effective?
	Legal ban against selling cigarettes to children under 18	- Attitudes towards legal ban against selling cigarettes to children under 18. How to make it effective?

2. Record of General data from observation

2.1 Generality of a fresh market at specific periods of time e.g. number of customers, number of passing vehicles, buying and selling between vendors and customers.

2.2 Vendors' stalls environment

2.3 Nature of work of each vendor in a day, working hours, leisure time, smoking time

2.4 Leisure activities

BIOGRAPHY

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