

Abstract

The objectives of this research are to study the attitude and behavior including the impact of the people in different profession in the 14 southern provinces. For guiding the promotion on desirable virtue, ethics and attitude.

The sampling technique was done by multi-stage sampling technique and interviewing the total of 1563 samples in Songkhla, Satun, Nakorn-srithammarat, Surat-thani, Chumporn and Puttalong Provinces during February – May 1999. They were divided into the number of 879 lived in rural area and the number of 684 lived in urban area. It was found that more than half of the sample were men, the average age was 34.11, the average education was completed the grade 4 of secondary school, almost all were Buddhist, lived in the house of nuclear family component, more than half were married which the average number of children was 1.96, the average family member was 4.06 and the average income per family per month was 15,998 Baht. 64.2% of the sample thought that Thai people decreased in virtue and ethics for saving their lives. 64.9% accepted that Thai people should have the correct attitude on independence. 43.7% accepted that Thai people were impatient and inefficient so they vowed supernatural object to get their desirable thing. 47.9% accepted that Thai people preferred the brand-named product from abroad due to represent their status into high society. 47.2% accepted that Thai people preferred paying for present joyful than saving for the necessity. 52% accepted that in present time Thai people worship on money as god or respect in material and the rich man more than capability or virtue. 59.1% accepted that Thai culture depended on the face as significant such as wedding party, ordination, funeral ceremony etc. 74.5% expected that after the economics comes to normal situation Thai people will still control their expenses (saving).

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A comparison between previous economic crisis (before 2 July, 1997) and present time, it is found that 79.7% of the sample currently decreased their extravagance. 81.1% decreased dining in the restaurant, nightclub, bar and entertaining place. 73% and 65.9% decreased domestic and abroad travelling respectively. 76.9% decreased buying brand-named product from abroad and 58.5% increased their expenditure plan.

Independency attitude will more occur to the wholesale group live in urban area with the education level is higher than grade 6 of secondary school.

Saving attitude will more occur to the group that graduated higher than grade 6 of secondary school.

Planning the expenditure behavior will more occur to the wholesale group live in rural area, being the male which graduation level is higher than grade 6 of secondary school.

Extravagant behavior will more occur to the mine enterprise group live in rural area, non-single, being Buddhist, the education level is higher than grade 6 of secondary school and attitude does not saving.

Prefer buying the brand-named product from abroad will more occur to the male group live in rural area are not Buddhist, the education level is higher than grade 6 of secondary school and prefer using brand-named product from abroad.

Abroad travelling behavior will more occur to the male group live in urban area, the education level is higher than grade 6 of secondary school.