



**THE ATTITUDE OF SPOUSE AND SINGLE PEOPLE  
IN THAILAND TOWARDS THE BEHAVIORAL  
INTENTION OF NOT HAVING CHILDREN**

**BY**

**MISS SALILKET KIATRABIL**

**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL  
FULFILLMENT OF  
THE REQUIREMENTS FOR THE DEGREE OF  
MASTER OF SCIENCE PROGRAM IN MARKETING  
(INTERNATIONAL PROGRAM)  
FACULTY OF COMMERCE AND ACCOUNTANCY  
THAMMASAT UNIVERSITY  
ACADEMIC YEAR 2015  
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ENTITLED

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was approved as partial fulfillment of the requirements for  
the degree of Master of Science Program in Marketing (International Program)

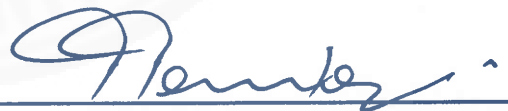
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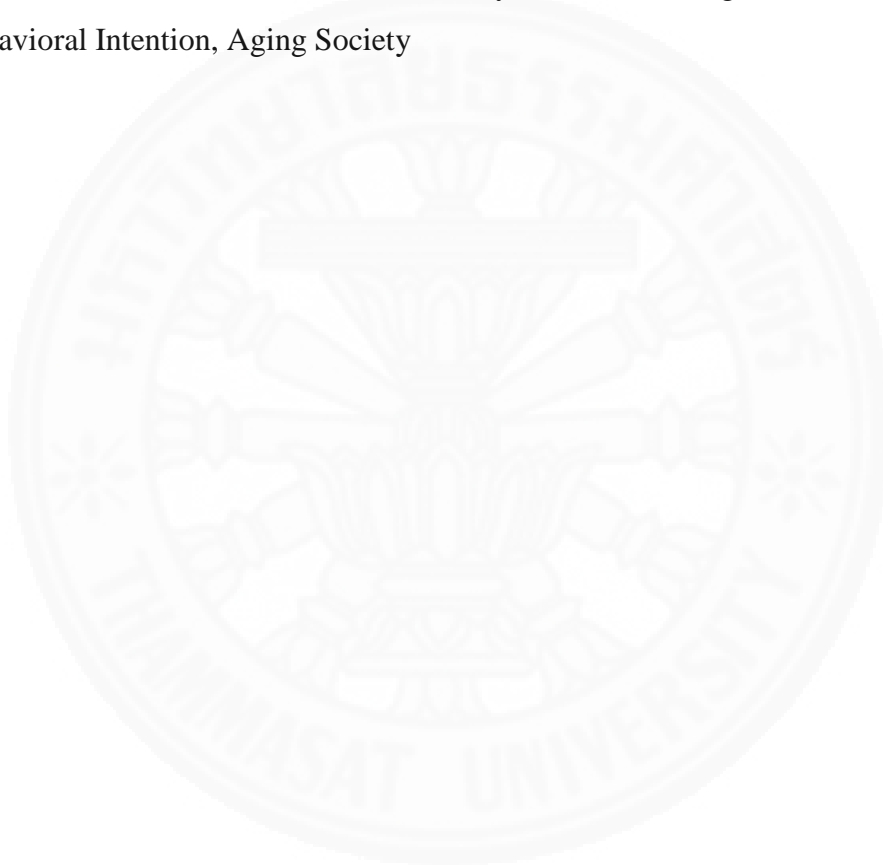
## **ABSTRACT**

The study of “The Attitude of Spouse and Single People in Thailand Towards the Behavioral Intention of Not Having Children” has been selected to be an independent study topic which focused on the issue of society classified as a contemporary topic in applied marketing. The objectives are to understand spouse and single peoples’ attitude that may cause the behavioral intention of *not* having children.

Not having children should be seen as an individual and family issue, but also an issue of national interest. Thus, it is undeniable that the tendency not to have children of many spouse and single people today will affect the population balance and a country’s economic prosperity in the future. This study mainly focuses on people in Thailand. Using the secondary research and the qualitative research method by conducting the in-depth interviews from 40 Thai respondents in order to understand people’s insights and attitudes to having/not having children. However, this phenomenon is not only evident in Thailand, but around the world as well. Providing secondary research to collect data on worldwide trends is utilized to understand this global phenomenon.

The intention of people to not have children in Thailand came from their attitude on three aspects; Societal, Financial and Job Security. Lowering the risk from these three factors could increase people's desire for children. The government could use online media channels and appropriate PR partner to emphasize this issue. Also, the pension rate and health services should be a concern for an aging society.

**Keywords:** Birthrate decline, Total Fertility Rate, Not having Children, Attitude, Behavioral Intention, Aging Society



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Miss Salilket Kiatrabil

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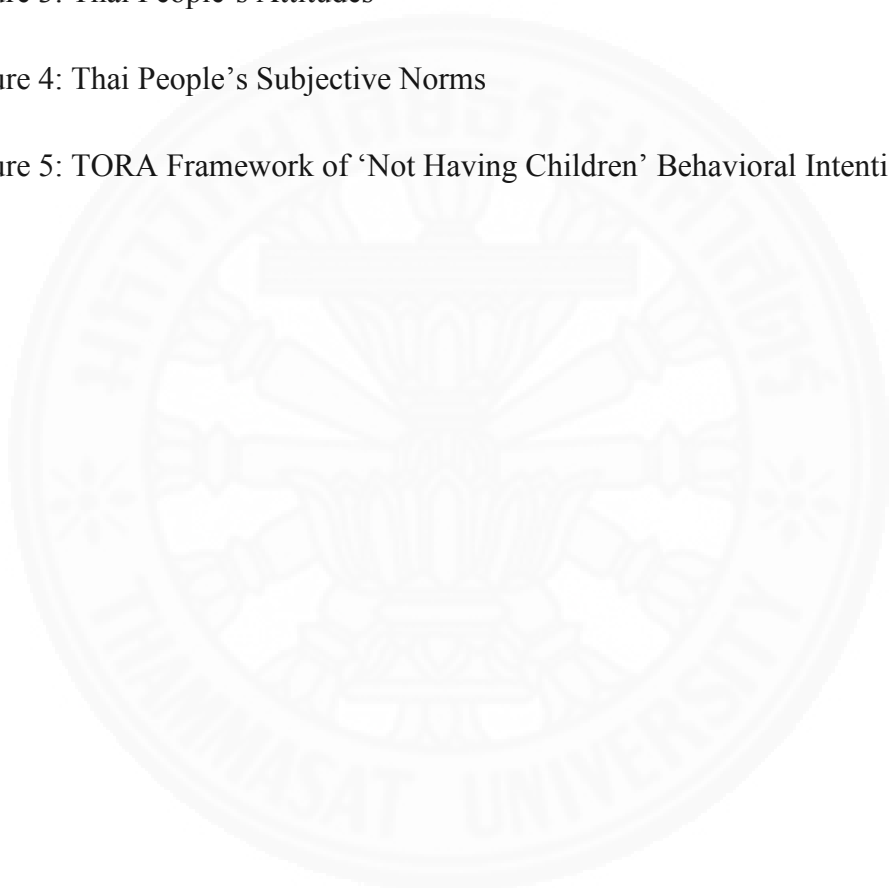


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# CHAPTER 1

## INTRODUCTION

Behavior is the outcome of several factors. There are many behavioral theories which had been shown in scientific studies to predict human behavior. The connection between behavioral intention and attitude is an important linkage (Fishbein & Ajzen, 1967) this current study - 'The attitude of Spouse and Single People in Thailand Towards the Behavioral Intention of Not Having Children' focuses on people and government policy in Thailand. However, childbearing decline has already been a worldwide issue. Tracking worldwide trend, attitude trends and government policies is expected to produce a suitable implementation to apply in Thailand.

### 1.1. Problem Statement and Research Purpose

Can population issue the problem be confidently understood and solved by only the government? That does not have to be the only solution. Not that surprisingly most countries in the world are facing the same population birthrate decline. Even though many international organizations in the world have not highlighted this problem in their fact sheet, reports, trends or prediction, all the graph curves are down especially in developed countries. As *UN 2015 Revision report* announced that:

In 2015, the world population has already reached 7.3 billion implying that the world has added approximately one billion people in the span of the last twelve years. 60 percent of the global population lives in Asia (4.4 billion), 16 percent in Africa (1.2 billion), 10 percent in Europe (738 million), 9 percent in Latin America and the Caribbean (634 million), and the remaining 5 percent in Northern America (358 million) and Oceania (39 million). China (1.4 billion) and India (1.3 billion) remain the two largest countries of the world, both with more than 1 billion people, representing 19 and 18 percent of the world's population, respectively. Currently, the world population continues to grow though more slowly than in the recent past. Ten years ago, the world population was growing by 1.24 percent per year. Today, it is growing by 1.18

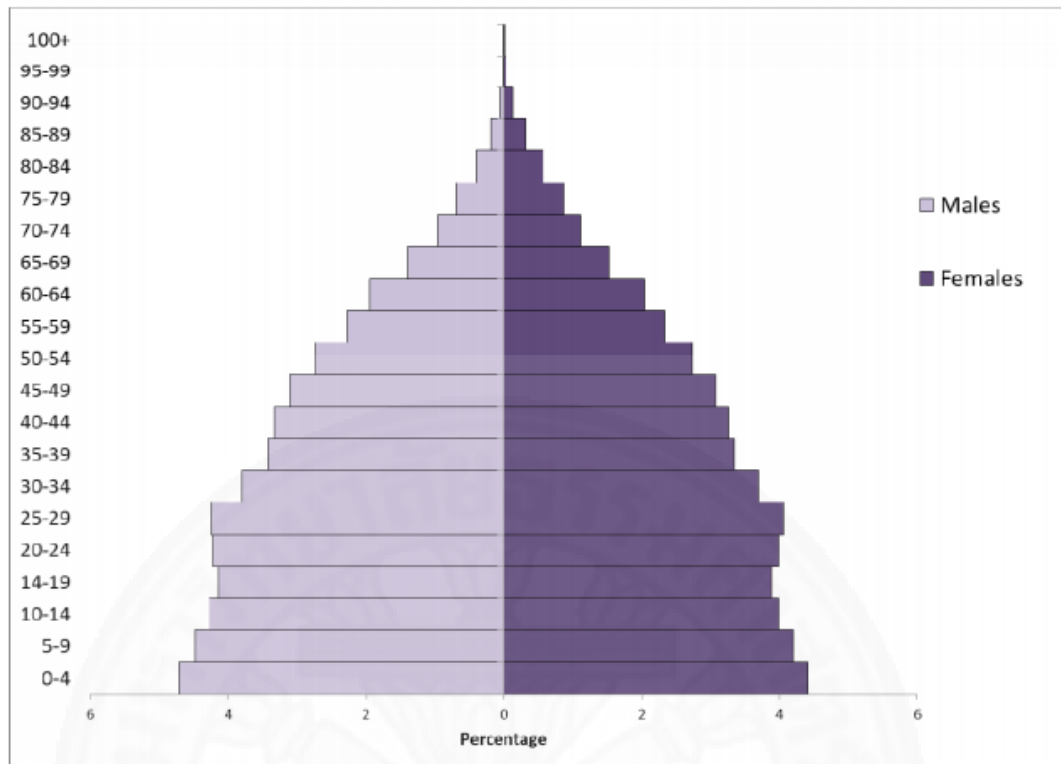
percent per year, or approximately an additional 83 million people annually. The world population is projected to increase by more than one billion people within the next 15 years, reaching 8.5 billion in 2030, and to increase further to 9.7 billion in 2050 and 11.2 billion by 2100” (As shown in Table 1)

*Table 1: Population of the world (United Nations, The 2015 Revision)*

<i>Major area</i>	<i>Population (millions)</i>			
	<i>2015</i>	<i>2030</i>	<i>2050</i>	<i>2100</i>
World .....	7 349	8 501	9 725	11 213
Africa .....	1 186	1 679	2 478	4 387
Asia .....	4 393	4 923	5 267	4 889
Europe .....	738	734	707	646
Latin America and the Caribbean .....	634	721	784	721
Northern America .....	358	396	433	500
Oceania .....	39	47	57	71

As seen from UN, the 2015 Revision, in 2100 the number of population in 3 regions which are Asia, Europe and Latin America and the Caribbean seem to be in decline while Africa, Northern America, and Oceania showed the population still increasing this will keep the world population rising to 11 billion in 2100.

Moreover, “in 2015, 50.4 per cent of the world’s population is male and 49.6 percent is female. About one-quarter (26 percent) of the world’s people is under 15 years of age, 62 percent are aged 15-59 years, and 12 percent are 60 or over” (United Nations, The 2015 Revision).



*Figure 1: Distribution of the world's population by age and sex, 2015*

As report from UN, the 2015 Revision in figure 1, it can be estimated that one of the biggest population range is between 25-29. By the year 2050 these people will grow older to 59-63, from this population data it can be projected that the world will soon become an aging society.

Refer to that potential fact, it is undeniable to say many countries in the world are facing the shrinking populations problem which would effect on economic growth in the near future (Eghbal, 2015). Technology is becoming more involved more in our lives and it is projected that technology will take the place of manual labors. However, to keep the balance of labor workforces is still necessary because labor factor is the key factor which runs the important part of the economic and industry growth.

These factors listed above will connect and affect each other throughout this study. Another key dot that must be mentioned is childbearing or, to be more concrete, pregnant women. From the prediction of birthrate decline mentioned above, it means that the numbers of pregnant women today are not enough and have not yet covered the demand in the future.

Many women today admit that marriage and having children are not the first priority things as they were to women decades ago. Women today are more concerned about education, financial security, excellent careers and personal success. So, it is not showed as weird anymore to see women aged 30, 35 or older being single, not having children and being happy with their own success (Berfield, 1997).

From the issue comes through the research purpose on finding the population's way of living in each country and also the environment. Focus on how do they think, live and behave to understand their culture. Moreover, to understand the policy of which the government executes to their population in order to increase the number of their childbearing as well which we can also proof whether the execution works or not from the number of Total Fertility Rate after they launch the campaign.

## **1.2. Research Objectives**

Typically, to solidify the understanding, the factors which will define and bring out the answer to the research will be knowing the information in this area;

### **1.2.1 Research objectives**

**1.2.1.1** Understand the attitudes of spouses and single people in Thailand that may cause the intention of not having children

**1.2.1.2** Identify interesting behavioral trends of spouses and single people in Thailand and environmental factors that may affect their intention of having children

**1.2.1.3** Identify spouses, single people in Thailand and the government plan when they become senior citizens without children

**1.2.1.4** Determine the persuasive factors which can persuade the intention towards having children

### **1.2.2 Key variables**

**1.2.2.1** Independent variable which are characteristics (such as gender, age, income, education, occupation, and countries), persuasive factors such as familial relationship, self-esteem, career path, media consumption, social community, influencers, regular expenditure, social welfare and future plan etc.

**1.2.2.2** A dependent variable which is the attitude.

## **CHAPTER 2**

### **TOPIC DESCRIPTION**

#### **2.1. Key Ideas**

The world population is one kind of wheel which has its own cycle. Population number has passed through many eras, from less to more and when it seems to be unbalanced, human will find the way to take care of it. From the industrial era to the baby boom era and up to today, world population has already passed the minimum and the maximum of Total Fertility Rate. Today, the cycle has come back to the least number of birthrates and every country in the world is finding ways to increase, maintain and find the best way to avoid the population decreases.

#### **2.2. The Environment**

In the past, as each of the society was not complicated and the government seemed to handle the situation in an effective way which was proved by the suitable population. Once the industry needed the huge supply of workers or soldiers to input in the needed function, the population agreed to do it without any resistant which made the country reach their own goal in productivity. And yet when the situation reversed, the growing population no longer seemed to be a good choice. By that time, the government had launched the new policy of contraceptives which strived to decrease the population and again the goal had been accomplished successfully. It was the second proof that population followed their own leader and acted as whatever they requested and fit in it without any resistant. In this era though, society has more complicated surroundings. The population today has changed, a lot of names we created to label Generation X, Generation Y, Generation Z include millennial kid and there seemed to be more and more. The difference in the name showed that they are different in the style, character, demand and also a way to deal. The population, which had been driven by the government policy as a rational direction, becomes aging and starts to retire. It is the time for the new generation whose world is full of logic and passion to be driven and step up and move the society. This group of people tends to have their own beliefs and also concerns about perfectionism. Strongly trusted that life always has a choice and no need to follow the rule if the destination does not fit with their souls.

This generation trusted in logical thinking, if the information that makes sense had been pushed to them strong enough, the potential action which the government expects them to do will be rise.

### **2.3. Student Interest in the topic**

This topic concerns to be truly society effect which seems to slightly intersect with the marketing concept. Therefore, from the researcher's point, this is the challenge case since every action that affects the society always caused by attitudes and beliefs. Likewise buying goods, is the behavior that had been affected by the attitudes and the subjective norms, Theory of reasoned action (TORA) framework (Fishbein & Ajzen, 1967) suggests that what did they saw, what they heard and how their influencers think of their proposed action already affect their buying decision making. The intention of not having children is the action that had been affected from the attitude and the subjective norm as well. The researcher is interested in their intention of not having children. Does this idea come from their logical thinking? Do they realize how much this decision affects the society? This is what the population and society should be aware of and deeply concern about because it is not only the government problem, it is also the population duty as well.



## **CHAPTER 3**

### **REVIEW OF LITERATURE**

#### **3.1. The personal attitude effect of having or not having children**

Deciding to have or not to have children has occurred for many years ago. Centers for Disease Control had their data projected from U.S. women about fertility and infertility status. The number showed as 9.2 million women requested to use contraceptive services while 6.1 million aged 15-44 years had troubles in conceiving and 2.1 million spouses had run into infertility problems. From this U.S. result, the situation aspect could be projected as the trend of not having children had been raised but, on the other hand, there are the number of people who still want to have children. However, the group of people who had that demand became the women in their late thirties and early forties, educated and professional career with more flexible time to take care of their own childbearing but, unfortunately, their bodies and health were too late to conceive. (Allen, 2008)

Having children seemed to be not easy for some people but why did they want to have children? Of course besides maintaining the number of population for the whole country, many advantages such as having fun had been revealed. From a boy to a man, a lot of life goals were thrust upon us which sometimes made us totally forgot in how much sense of humor we used to be. Children remind and teach us to find out some fun from the unreasonable tiny thing, for example with a cute question; ‘Why is six afraid of seven? It’s because seven, eight(ate), nine’. Moreover, it creates more inspirations from doing such an ordinary thing like exercise for losing weight into playing around like a kid without receiving a strange look from people. Creativity from children is priceless as well, for long time that we did not look at the table as a war barrier than just look at it as only a table. Finally, growing children also taught us to hold our manner in fully conscious as children could possibly copied from us (Tracinski & Tracinski, 2015).

Every coin has two sides. Even the good points of having children broadly existed and the infertility ladies’ problems can possibly be answered by the new technology in these recent years. But the main problem which stated at the beginning

is the number of people who do not want to have children is now rising. Jillian Kramer had pointed some findings from *Cassandra Report: Ages and Stages* as it said:

Of the 75 million millennials, about 25 million don't have a desire to have children—compared, the report shows, to 22 million Generation Y men and women who already have kids. And whether they want children or not, millennials aren't worried about what people think: 69 percent believe there is no longer a societal stigma associated with not wanting to have children. (Kramer, 2015)

Millennials are mostly part of today reproductive age population. Moreover, the insight from their survey indicated that from the idea of not having children, these millennials are confident to create their own happiness without any stress of concerning the babies which are hugely different from their parents' thoughts.

### **3.2. Society's attitudes affect the decision to have or not have children**

Besides people own attitudes and desires, there are always many opinions impact whether agree or disagree with the decision. Even after the decision had been made, tons of question still arise; to affirm, to convince, to object and also to ask for information. For a woman, who decided to have children, always having American friends who decide to postpone their childbearing period later because of the common reasons like money, work, lifestyle surely remind to reconsider their decision. Of course seeking the information is needed but after an evaluation with her husband is made, it must end. One of the society's attitude, Bob Kelso said; "Nothing in this world that's worth having comes easy", unexpectedly one quote from one person could affect many people decisions. And finally it proved their true belief that being a parent was not that horrible, it was enjoyable. (Mandel, 2014)

On the other hand, deciding not to have children which crossed to some people in the society, needed more courage to stand for. Surely when the person had been asked about the decision of not having children, it came to the uncomfortable situation. If the society had only one perception (surrounded with children is the goal) then it was not so surprising that a good point of having children would be convincing. However, a reasonable and good approach can possibly succeed if it was related to individual life

factors; timing, age, biology, and choice. But if it is not, the result will turn out negative inefficiently. (Blumenthal, n.d.)

There is no right or wrong for the decision, it depends on people's beliefs and how effective their opinion from the society was affected. Referring to the two articles, if we set the assumption that the society really wants people in the reproductive age to have children, it can be applied that the societal attitude towards motherhood had been given as positive support factors. If the society said it did not want the children group, it can possibly turn out into either positive, successfully changing their mind to have children or flip to negative and the decision is made to not have children forever.

### **3.3. Marriage and Total Fertility Rate Drop while contraceptive increase**

(Nations, 2013) United Nations reported a number of Total Fertility Rate as:

66 countries remain with high fertility levels (more than 3.2 children per woman). Fertility is projected to decrease in high-fertility countries. Some of these countries, especially in Asia, are projected to experience a sharp decline. And in these high-fertility countries, there has been a dramatic increase in the contraceptive prevalence rate, especially in Eastern Africa.

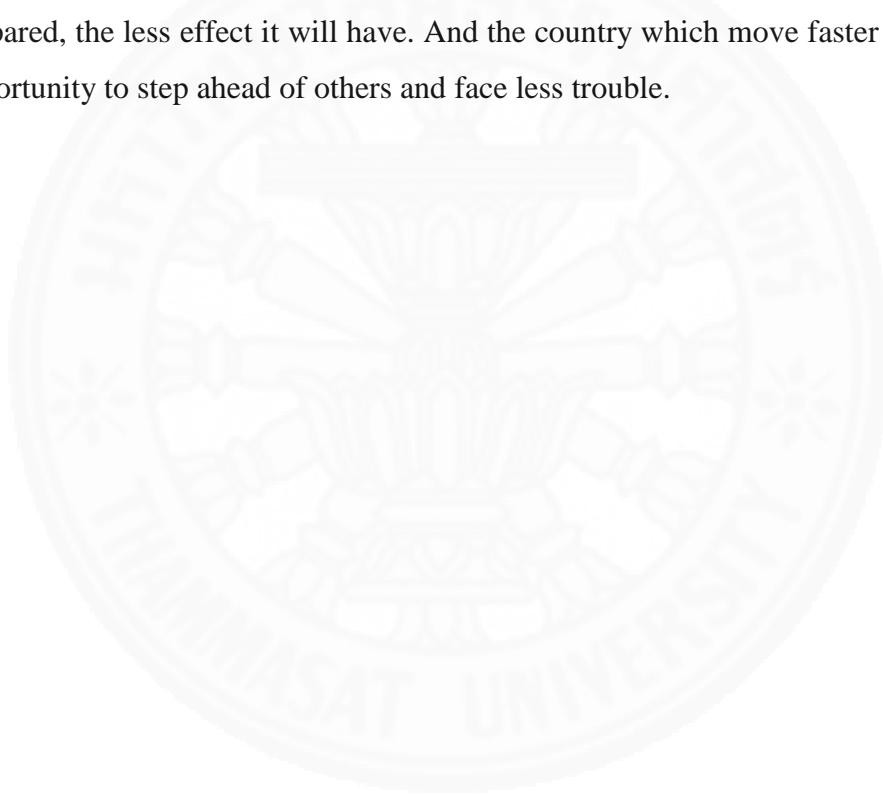
This trend had not been showed in only UN report but also in many of the projection reports all over the world. The number might not be exactly the same but the trend will look alike, heading down.

One of the reasons could come from marriages declining as well. As the UK for example, the number of people who never been married has increased up to 3 percent points over these recent 10 years. Even the number of married couple showed as 700,000 from these triple years but actually the UK population has increased but not related to the same proportion, marriage had been dropping (Elgot, 2015). This shows an unsurprising birthrate decline.

### **3.4. The World's Aging Population**

Population aging 65 years is expected to triple increased from 530.5 million in 2010 to 1.5 billion by 2050. Aging society becomes the main issue for various countries

including Japan, China, Korea, Germany and Spain. It is projected that by 2050 seniors aged 65 and older could increase from one of six people. While the increasing rate of young people has exceeded from 2010 to 2050 by 10 percent, senior people will have increased by 16 percent, inferred that by 2050 senior people will be twice as large as the population of children. Due to the fact that a number of senior people climb up, pension and health care expenditures will increase as well. U.S. pension could possibly drive from 6.8 per cent in 2010 to 8.5 percent of GDP by 2050 while increasing rates of public health from 6.7 percent of GDP in 2010 to 14.9 percent by 2050 (Center, 2014). Since this situation is slowly occurring no single country can stop this. The more prepared, the less effect it will have. And the country which move faster will have the opportunity to step ahead of others and face less trouble.



## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

#### **4.1. Research Methodology**

This research is conducted in exploratory research methodology. This helps the researcher understand the various attitudes of the population behavior and define these elements to be used in the next stage of government or other organizational campaigns. It will be conducted by the following methods:

**4.1.1** Secondary research will result in understanding people's in Thailand insights and attitudes to having/not having children. Additional worldwide trends with secondary research will help understanding this global phenomenon.

**4.1.2** An in-depth interview to find more depth in the hidden attitude of the respondents in Thailand to help understand people's insights and attitudes to having/not having children from various categories.

#### **4.2. Sampling Plan**

**4.2.1** The articles which focused on Thai issue and worldwide trends.

**4.2.2** The respondents, totaling 40 people in Thailand, are separated into 2 groups:

**4.2.2.1** 20 respondents who have the intention of not having children

**4.2.2.2** 20 respondents who have the intention of having children

Mixed 40 respondents into 4 status categories; Totally single, Single but in a relationship, Married, Divorced.

#### **4.3. Data Collection**

Data will be collected from two countries articles for the secondary research with the related topic such as population decline, aging world, marriage trends, and a national campaign to persuade citizen to have children etc.

A total of 40 in-depth interviews were set up in various method in accordance with the respondents' flexibility; face to face, phone, and LINE chat during the period of January 2016 to March 2016. Most respondents are based in Bangkok and some in rural areas. The interview session was about 30-60 minutes per each respondent. Handwritten notes and digital voice recordings were used for subsequent analysis.

Question list of the in-depth interview were provided for Thai spouses and single people. The questions requested for general information, behavior and attitudes of having children. Follow up questions were used with some of the respondents for further information. The list of questions referred to Appendix A.

#### **4.4. Data Analysis**

Data from the secondary research and interviews were paraphrased and transcribed in order to group and link the information relevance. The information was analyzed and structured into themes and topics in order to identify the significant factors from respondents. The theoretical framework illustrated in the next subheading was used to classify the research variable to this study. Moreover, precise quotes from the respondents were provided to see and grasp the respondents' ideas and perceptions.

#### **4.5. Theoretical Analysis**

Theory of reasoned action (TORA) (Fishbein & Ajzen, 1967), as shown in Figure 2, was used to analyze this study. TORA focused on the hidden factors which affected the consumer behavior. Attitudes seem to be the main point. As shown in the model, behavior is a function of a person's behavioral intention, which is determined by the person's attitude towards the act and the subjective norms that influence to the situation. Consistent with most expectancy-value models, Act is determined by the consumer's beliefs about the consequences of engaging in the behavior and the consumer's evaluation of these consequences. The subjective norms are determined by the consumer's normative beliefs or what the consumer thinks someone else wants him or her to do and the consumer's motivation to comply with this person.

TORA model pointed on how other people in the society have an influence on the consumer behavior. For example, if your sister already had a child, it tends to be that if you are married, you should have a child as well. Using TORA as a framework to project the consumer behavior is much more practical since many actions are always surrounded by uncontrollable factors which sometimes can make actual behavior hard to predict.

TORA model assumes that attitudes are accessible since they can only guide behavior if consumers can retrieve them. Attitude confidence and less ambivalence will also increase the relationship between attitudes and behaviors. In attrition, an extension

of TORA, the theory of planned behavior seeks to predict behaviors over which consumers have incomplete control by examining their perceived behavioral control. (Fishbein & Ajzen, 1967)

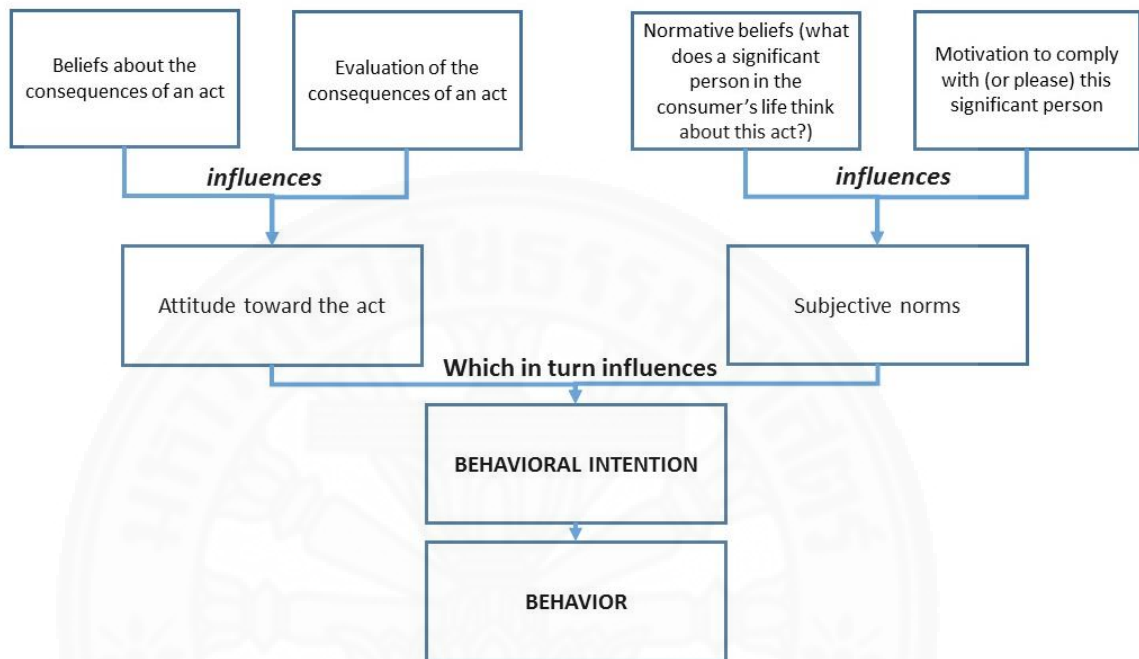


Figure 2: The Theory of Reasoned Action (Fishbein & Ajzen, 1967)



## **CHAPTER 5**

### **RESULTS AND DISCUSSION**

To understand the situation, the researcher analyzed key findings separated into attitudes, subjective norms (environmental factors), interesting behavioral trends, as well as the government aging plan and the persuasive factors of spouses and single people in Thailand.

#### **5.1 Worldwide Trend – Secondary Research**

Since this phenomenon happens in many countries around the world with similarly aligned factor, studying various countries could uncover the root issues and reveal different ideas or policies that can be adapted for Thailand. To cover the worldwide trend in order to cover different aspect, the findings would be focus on Nordic countries, African countries, Asian countries and highly focus in Thailand.

##### **5.1.1 Nordic countries**

Nordic countries are a number of countries located in Northern Europe and the North Atlantic. The Nordic region is comprised of Denmark, Finland, Iceland, Norway, Sweden, and their associated territories. These countries hover near the top of many quantifiable surveys such as; GDP, national performance, economic competitiveness, quality of life and human development (Wikipedia, Nordic countries: Wikipedia, n.d.). Nordic countries are the very first countries to announce and support family legislation for their population (Eydal, et al., 2014). In 2015, Save The Children, an international non-governmental organization (NGO) ranked the Nordic countries as number 1–5 of the countries where mothers and children fare the best. All Nordic countries were among wealthiest worldwide with very little social unrest (Wikipedia, Nordic countries: Wikipedia, n.d.). Although the total fertility rate (TFR) in Nordic countries is not significantly increasing, the population seems to be trending upward.

##### **5.1.1.1 Attitude**

Although the countries neighbor each other they still maintain their own unique attitudes. Because these are well-developed countries, hardships citizens might encounter are greatly diminished. This can lead to life goals that are different from those who live in developing countries. For example, Finnish people tends to put ‘Freedom’ as their goal in life. They can choose their own future, travel wherever they want, study,



work or invest as they see fit. They truly believe all of these can be accomplished without having their own family. Gender equality is high in these countries. Today, men and women prioritize their careers and enjoy life over finding their soulmate (Bartal, n.d.). On the other hand, the Norwegian people strongly believe in having children as evidenced in Eirin Pedersen, University of Oslo PhD thesis ‘Why Norwegian Men and Women Choose to Have Children’. In the thesis it was found that they believe that ‘the good life must be a life with children.’ Norwegian people also have strong faith in their welfare system even though they know few of the details involved in said system. Moreover, the suitable age for married couples should be 25-30 and not over 40 years. They believe that it is their duty to follow their own children into old age. Since the state welfare system provides an enormous social safety net, making money is not important but some still feel more secure finishing higher education and getting a house before having children (Sandnes, 2014).

#### **5.1.1.2 Subjective norms (Environmental factors)**

In some Nordic countries such as Denmark, half of Danish marriages end in divorce, which becomes a major factor younger generation’s attitudes towards not getting married or having children. A lot of marriages in Finland tends to be open which is called ‘avoliitto’, i.e. neither intent to marry nor wear a ring. Even though they can share the cost for the house and childrearing, some could end up with marriage while some end up again with divorce (Bartal, n.d.). In labor markets, women are now participating more than the past in both the private and public sectors. So, the idea of dual earner/dual care model which splits the fathers and mother’s time equally to take care of their children is being used in Nordic countries as the society norm (Eydal, et al., 2014).

#### **5.1.1.3 Interesting Behavioral Trends**

Labor markets today are in the service sector which includes retail and wholesale trade, hotels, restaurants, transportation, communication, financial services, real estate sale, renting, business services, teaching and taking care of children, sick people and the elderly – services which are typically rendered by the public sector in the Nordic countries. Moreover, a number of migration policies and liberal rules for the exchange students in Nordic countries increase the pool of available labor (Wikipedia, Nordic countries: Wikipedia, n.d.).

Influenced by other country's cultures, Nordic wedding ceremonies have been impacted by American wedding style. For example, fathers hand the bride over to the groom and wedding presents are brought by guests at the wedding banquet. Number of out of wedlock birthrate and gay marriage are also increasing. Surprisingly, teenagers in Denmark showed that they tend to believe in god and spirituality increased from 43 percent to 51 percent. The main reason was witnessing unpredictable and catastrophic event such as Asian tsunamis and terrorism (Bartal, n.d.). Moreover, internet and television are provided for the children and they can consume it as much as they want. Children spent at least 3 hours a day at least to watch TV and surfing internet. Younger children are more interested in gaming while older children used for school paper, blogging, chatting, social-networking site also online TV sites and YouTube (Sverige, Children in Sweden, n.d.).

#### **5.1.1.4 Plan for Aging Society**

All Nordic countries have policies to support their elderly since their population are increasing. Sweden's population is 9.8 billion of which 20 percent is 65 years old and up. By 2040 the population will increase to 23 percent since a large number births occurred in the 1940s. The government is concerned about their elderly and makes many benefits available to them. In 2014, the Sweden national average for retirement pension per elderly was US \$1,400 per month. The government put US \$1 million investments in elderly care and treatment training for staff in 2014 since the number of elderly increased and that fund will probably go up to about US \$22 million in 2016. A number of elderly nursing homes are being used to assist around 221,600 people who are aged 65 and up for basic help and to nurture hobbies such as music, film, reading, painting. Nursing homes there encourage at least one activity every day (Sverige, Elderly care in Sweden, n.d.).

Nordic countries have huge elderly care programs that for cover all aspects of life. The Nordic policies allow the elderly to live safely in their homes for as long as possible. A network of help including hospice workers, nurses, and physicians are schedule to visit the elderly at home or any nursing home. In special health cases, senior day care centers also provide for the elderly with geriatrics, dementia and orthopedics specialists. The basic function of living life is provided by government such as preparation of meal, personal hygiene, illness related care, medication, dental

procedures and even eyeglasses are financed by the government. Moreover, Seniors help Seniors Program by elderly network is project to be launched in 155 municipalities over the next 3 years in order to fight loneliness (Jarden & Jarden, n.d.).

#### **5.1.1.5 Persuasive Factors to Persuade to Have Children**

One of the most influential factors that affect families concerned about having children was child benefit reforms. The popularity of these programs are illustrated by a poll showing 48 percent of women and 43 percent of men in the EU25 support such reforms. Nordic countries put a lot of effort into child care and maternity leave benefits in order to persuade their population to have more children. The direction of giving child care and maternity leave benefits is to help parents balance their work and family life with job security, strengthen the financial gender equality in paid and unpaid leave and offer the best care solution for their children. For parents, the dual-earner carer model contains maternity, paternity, parental and child care; Sweden provide the total leave for 69 weeks which gives full benefit for the first 390 days and 8-week-quota for both father and mother. It also provides two weeks of paternity leave after childbirth. Cash for care is another compensation provided to the parents who do not use government-funded child care or receive any subsidy on it. Moreover, child support also has extra benefits for the families with more than one child. Child support increases proportionally to the number of children i.e., a parent having one child in Denmark could receive 1,267 Euros while having 3 children in Sweden could receive 3,943 Euros. The benefits are tax free and not included to other source of parental income. General policies such as individual income taxation and joint custody legislation seem to not be a major factor in family policies. The most concerning issue for parents about their children is school. Nordic countries have public nurseries, pre-schools and kindergartens available to all children regardless to parental economic background (Rostgaard, 2014).

It is also found that birthrates have increased relative to the high participation of females in the Nordic countries labor market. Being both mother and worker is possible and more secure in Nordic countries since the working time is flexible. It is acceptable for parents to pick up their children from school even if it conflicts with their working schedule. The parents are able to work during the ‘evening shift’ or they can have a choice to work after they put their children to bed. Women feel much more

secure under this financial security from the state. Oftentimes women earn more money from the state than the men do in the private sector (Bartal, n.d.).

Recently, there is one interesting campaign from Denmark which persuades people to have more children. It is hosted by tour agency, Rejser co.,Ltd and the company's goal is to gain more customer to their company. They called the campaign 'Do it for Mom.' The main message from this campaign is 'Let's have a baby.' The interesting points must be referred from TORA framework. Due to the fact that Denmark's Total Fertility Rate has decreased because young people have no intention of having children. To accomplish the nation goal of increasing childbirth, subjective norms from TORA take charge by speaking as Mom who wants to have grandchildren. If the single people do not want to have children for their own pleasure, they can at least show their love to Mom and please her instead. Rejser had targeted their message to single people's mothers. From their mothers donate and money will go through Rejser's investment in activity package for those mothers' children. The activity package includes sending those single people on a holiday activity to meet other single and potentially find a partner which will hopefully produce children (See appendix B) (Rejser, 2015).

### **5.1.2 African countries**

With 1.1 billion of population, Africa is ranked as one of the highest places of fertility in the world. Family planning is the most pressing issue for the African population because HIV is still prevalent. Many organizations try to solve this issue by introducing contraceptives to the people even it contrasts with traditional African beliefs. (Affairs, 2013)

#### **5.1.2.1 Attitude**

Africa is a huge continent containing many countries and inside those countries there are a myriad of different beliefs, religions and cultures. The basic African philosophy is to focus on present life, more so than the afterlife. Heaven and hell do not exist and death is just another state of being. To be born, live and die are part of human's destiny which has to happen. (Wikipedia, African Philosophy: New World Encyclopedia, 2016)

### **5.1.2.2 Subjective norms (Environmental factors)**

African society has been taught from generation to generation that every man and woman must maintain their duty to their descendants. Growing up a good human is not enough. Giving birth is considered integral to becoming a complete person. Even though they consider life after death as just another part of destiny, African people producing offspring is a significant milestone in their life. It is important for families to remember their cousins whom have passed away to accomplish the purpose of individual immortality. And every family must have their own descendants to continue this duty. This is a significant reason to have children throughout Africa. Marriage is not enough and children are very important to complete the meaning of life (contributors, 2016). Society has shared the common subjective norms as women are the most important part of the family since they are the only ones who look after their house and their own children. Africans have traditionally said about their family member duties: “men do the heavy work of clearing and plowing the land, women sow the seeds, tend the fields, harvest the crops, haul the water, and bear the major burden for growing the family’s food” (Wikipedia, Sub-Saharan Africa: Wikipedia, n.d.).

### **5.1.2.3 Interesting Behavioral Trends**

Wikipedia stated: “Whatever a person earns or achieves must be shared with other members of the extended family”. This quote says a lot about traditional beliefs in Africa’s diverse society. Since they believe in the important of giving birth, African society is a community of extended families which come and share their responsibilities together. The relationship between cousins is very close and it is not strange to see people call their cousin’s parents as father and mother rather than uncle or aunt. They trust in the result of social pressure keep them in line with their family, neighbor or colleagues, and avoid acting differently from the traditional societal norms.

Refer to Wikipedia, even though women play an important part role in the society their social status is not equal to men. The opportunity for young women to earn themselves a living is not open which made they need a support from men, sometimes older men. Since the social of men is much higher than women’s, it is not illegal nor ethically wrong to have more than one wife so the trend of young women being the second girlfriend of older men is not that strange. Another societal critical issue is

Malaria and HIV/AIDS still present basic health problems in Africa. Half of maternal deaths in the world exist in Africa.

Radio is the main medium for broadcasting information in Africa which covers more than third of the overall population. Some countries are covered 100 percent by radio but there are still some countries which lack complete coverage such as Burundi, Djibouti, Eritrea, Ethiopia and Somalia. Television is the second choice to spread the information. Even with the rise of digital television there are still limits to how many people it can reach. South Africa has their own limited broadband penetration while other countries are hard to access because of price constraints. Luckily, internet access through cell phones is increasing. (Wikipedia, Sub-Saharan Africa: Wikipedia, n.d.)

#### **5.1.2.4 Plan for Aging Society**

As HIV/AIDS is still a causing death in Africa, older parents taking care of their grandchildren seems to be the norm and even necessary since their sons or daughters pass away from the disease. Even the grandparents have limited ability and income to support but more than 50 percent of orphans in Africa are now under their care. (Nabalamba & Chikoko, 2011)

As the number of elderly rise, there should be appropriate public pension programs to support the elderly but African society is not on that track. Most of the population have lower income and rely on traditional family structures. To survive, some grandparents have to borrow money or sell their own assets in order to cover their healthcare expenses. The government focuses on the long-term productive potential of the youth in order to increase the nation growth and create sustainable development policies. The contributory pension or the preparation for their aging population has become the second or maybe third thing that the government is concerned with. (Nabalamba & Chikoko, 2011)

#### **5.1.2.5 Persuasive Factors to Persuade to Have Children**

Since Africa countries are not facing with Total Fertility Rate decline, reversely they are facing with HIV/AIDS population. So, they focus on the Family Planning method and also contraception. (Wikipedia, Sub-Saharan Africa: Wikipedia, n.d.)



### **5.1.3 Asian countries**

Asian countries have similar cultures and beliefs as Thailand which helps draw parallels and comparisons to similar problems. The study will primarily focus on Japan which was the first country in Asia where the total fertility rate declined. Interesting campaigns from China and South Korea will also be touched upon. Although Japan is a highly developed country (and perhaps because of this) it was the first country in Asia to face a problematic population decline. In 2006 statistics showed that 61 percent of single men, aged between 18-34, were not in a relationship or married while half of single women in the same age were single and unmarried as well. Moreover, 25 percent of men and 23 percent of women insisted that they were not seeking for any relationship. (Buerk, 2011)

#### **5.1.3.1 Attitude**

Japan is a dynamic country with a very competitive workforce. The cost of living also increases yearly which results in decreasing demand of finding partner due to economic restraints. Some of them believe that it is difficult to find a good partner after 25 years of age creating limited options for older single people trying to find a partner (Buerk, 2011).

Moreover, Japanese women can receive a better education than they could decades ago. They can take care of themselves with their own salary and without economically depending on a male partner. Unfortunately, good jobs and salaries also require women to make a lot of sacrifices for their work life as Nobuko finds;

“Before I had a child I remember one busy month where I billed the client for 300 hours! I'd get in the office at 09:00 in the morning, and leave at 03:00 the next morning, and I'd come in on Saturday and Sunday” Nobuko said. (Wingfield-Hayes, 2013)

#### **5.1.3.2 Subjective norms (Environmental factors)**

Wingfield-Hayes (2013) stated, Japanese government statistics have pointed out that working culture and working hours are brutal and make child care unfeasible. When Japanese women have their first child about 70% of them have to quit their job because childrearing requires time and dedication. Working in Japan while raising

children seems to be an almost impossible task because the work life balance is so lopsided.

Compare with others countries as Sweden, Germany or US, the husbands on average have about three hours of paternity leave a day while Japanese husbands have one hour. But the fact is they spend on average only 15 minutes of that and leave most of the parental duties to their wives because they believe that they must dedicate themselves to their work as much as possible lest they get let go or passed over for promotions (Wingfield-Hayes, 2013).

### **5.1.3.3 Interesting Behavioral Trends**

The Japanese used to spend a lot of hours outside the house but today things have changed. Staying at home surfing the internet, watching television, reading the newspaper or listening to music have become popular pastimes. As the number from Statistics Bureau showed the population of Internet users continues to increase. At the end of 2013 there was 100.44 million using the internet. 70 percent of users aged between 13 and 49 were using home PCs while 20-39 were using smartphones (Statistics Bureau, 2015). An economic crisis in Japan spurred people to stay at home and shop online instead of going to department stores. The growing convenience of shopping online also helped promote growth in that area. Domino's Pizza used to expect their revenues only 5 percent of its orders from its website but it reached 35 percent in a very short amount of time. (Salsberg, 2010)

Japan is well-known as one of the world's healthiest societies. Japanese consumers are increasingly health-conscious themselves and the society trends are also rising. 4 percent of the drugstores retail channels have grown to 8 percent in a few year time (Salsberg, 2010).

### **5.1.3.4 Plan for Aging Society**

In the past the senior citizens have been taken care by their family in their own house. (Japanese Beliefs, Values, and Behaviors: Japanese Culture, 2009)

Since the population structure is changing which brought the government to get involved and take responsibility for its aging citizens. The government is concerned about their population's health due to excessive drinking and smoking. The government urges all employees over the age of 40 (about 50 million people) to take diabetes and



high blood pressure tests to know whether their bodies needed any urgent exercise, diet or emergency treatments (Salsberg, 2010).

Japan is using technology to address their low birthrates and declining workforce. One of those plans is to develop industrial robots to take care of senior citizens. The robot's function is supposed to support 3 particular areas: labor support, healthy lifestyle support, and household and care support. The robots are expected to assist in every action in elderly life such as cleaning and tidying up, ironing, cooking, watching over elderly, walking support, picking up objects, illness diagnosis support and more. The robots are still only prototypes but a production model is expected soon (Yamazaki, et al., 2012).

#### **5.1.3.5 Persuasive Factors to Persuade to Have Children**

In order to persuade people to have children, addressing financial issue is a key factor. As Ryuichi and Toshiaki did an empirical analysis by using Health-Insurance Union Panel Data, their study pointed towards some interesting ideas. The Health-Insurance Union paid a family birth allowance of ¥300,000 to ¥350,000 per birth. This allowance covered about half of all the direct and indirect costs of having children which average about ¥660,000. From this research, they studied whether increasing the supplementary birth-allowance benefit to ¥100,000 affected the number of childbirths or not. They concluded that the supplementary allowance will affect the families where a husband's average salary is low. The allowance rose the birthrate from 0.017 to 0.032 points. Even though it seems to be a low number it was the good sign to know that financial stability was one of the factors that could affect the intention of having children. Moreover, infant and toddler health-care subsidy programs and good additional daycare centers in addition to the financial allowance support would only be more attractive (Tanaka & Kouno, 2011).

The government is truly concerned about childrearing support. The Cabinet of Prime Minister Shinzo Abe aims to have the number of stay at home dads reach 13 percent by 2020. 80 percent of husbands will take paternity leave at least 150 minutes per one child, in order to help their wives without being bullying at work since paternity is legal and right to do. Additionally, the fee for a family which has the third child will be waived (Xinhua, 2015).

The Tokyo government revealed the number of children who were queuing in the daycare center was now up to 20,000 children. These daycare centers are good but it is not enough for the existing children today. As previously mentioned, the family who has a third child will have an extra discount but the fact is the family must pay at least \$1,000 a month even at the state nursery. Of course there are private nurseries but the cost is going up to \$2,000 a month per one child (Wingfield-Hayes, 2013).

Efforts are being taken to urge people to have relationships. There is a fun campaign from a restaurant in Korea, promoting itself as a restaurant for single people. This campaign aimed to surprise single people by providing the table and food as normal service but in fact they were going to meet another single people right behind their front partition. After they have their food for a while, there will be a question pop up on the screen next to them asking whether they are enjoying and want to have someone eating together. And if they press Yes, the partition in front of them will be pulled up and then they will meet another young lady or gentleman eating opposite of them with a surprised face. Some would be shy but some of them may have continue their relationship afterwards. (See appendix C) (HB, 2015)

China used to have over population so the government passed the law of one-child policy. Today as the situation reversed, birthrate decline had affected even China, one of the most populated countries in the world. The Chinese government had announced ending their one-child policy after 35 years and gave more incentives for families who had 2 children minimum (Lin, 2015). In addition to ending their one-child policy in order to increase TFR, the Chinese government urged Chinese men to donate their sperm for money. The Shanghai Sperm Bank will give 6,000 yuan for 17 milliliters of semen for the men who qualify to donate. The donor qualification must be university educated, disease-free and over 5 foot 5. And this news had been spread very fast with the message of ‘donate sperm and get iPhone 6s from Shanghai sperm bank’ (Wang, 2015).

All the key findings of worldwide trend show different perspectives of attitude, subjective norms, behavior, aging society planning and also persuasive factors to have children. It could be suggested that all of the government benefit are available to offer if country’s economic is doing well. Nordic countries are among the highest ranked of

developed countries which have the most to possibly invest in extended benefits for a better living. Since Nordic people want to have children even though they know only some part of the government benefits, proved that the strong beliefs in their state policy is the most impactful factors which drive their intentions. Most of the African countries are the least developed countries and they have to prioritize their fight against disease, war, and famine above birthrates. Because they are so focused on their present problems they may be unprepared for any future problems such as aging labor force. Therefore, African people proved that the strong beliefs even from family, religious or culture are the most impactful factors which can affect one's life. Refer to most of their population's desire to have more children as much as they can since they believe that children are the thing that god gives them to fulfill their life. For Asian countries, their tough working culture affects the rest of society at large. Stimulating their population to have children is not that easy but Japan is turning its weakness into a strength by using its workforce to pioneer technology that will assist their future aging society. South Korea and China seems to face the similar problem of a young adult population that is reluctant to marry and have children. So, studying their campaign and figuring out whether their campaign is successful or not can be used to create successful social engineering programs. All of these points should be studied more and the best points should be applied to Thailand in order to accomplish our goal.

## **5.2. Thailand - Secondary Research and In-depth Interviews**

Secondary research had been provided to provide a clearer picture of Thailand's current situation. For in-depth interviews, a total of 40 respondents were interviewed in two separate groups. First, a group who 'doesn't want to have children' and the second group was those who 'do want to have children'. All of them carried at least a Bachelor's degree and were between 24 – 45 years old. Both groups were mixed with people who are 'single', 'single but in a relationship', 'married' and 'divorced'. Most of the participants were based in Bangkok and some of them came from rural areas. Most were employed but a handful were freelancers and business owners. Income ranged between 25,000 and 80,000 per month.

Thirty years ago Thailand had passed the maximum amount of young generation achievement already. Labor workforce today has reached the maximum

amount as well and an aging society is coming since senior citizens aged 60 and up make up about 10 percent of the total population. In 2025 Thailand will reach the maximum volume of population at 68.5 million and after that the number will decline (Samutachak, 2015).

### 5.2.1 Attitude

#### 5.2.1.1 Key findings from Secondary Research

From TORA Framework, Attitude can be determined by Beliefs and Evaluation.

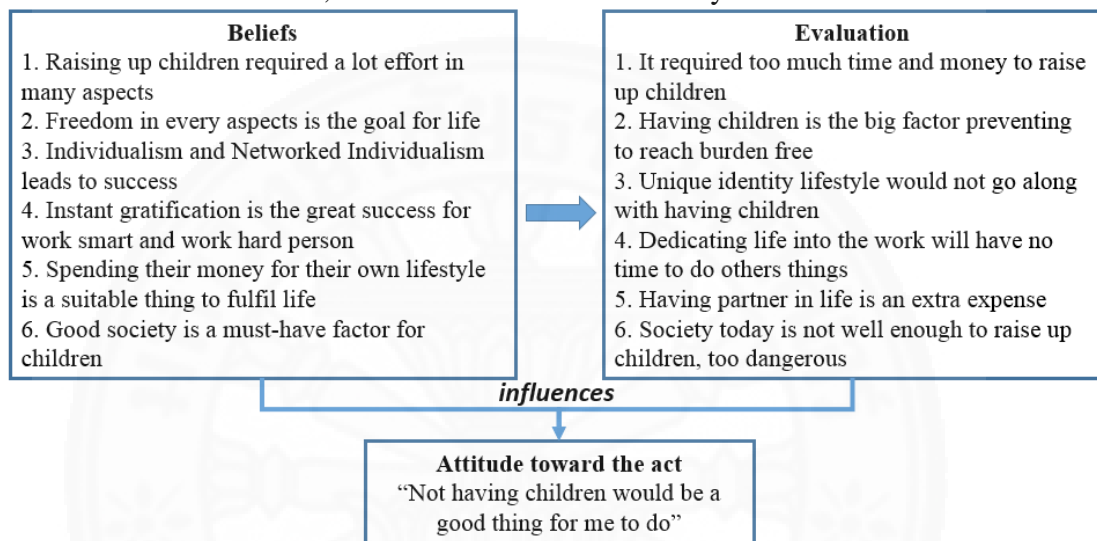


Figure 3: Thai People's Attitudes

As seen in figure 3 Thai people's attitude is similar to Japanese attitudes since they are about the same age, and share a similar environment. But obviously Thai people were not pressured to work as much as Japanese people. The goal for their life is now 'Freedom needed'. Most Thai people (male and female) in their reproductive age have similar backgrounds which include family, education, occupation and social media consumption. According to that, they have access to the same information of the successful people today especially people in the start-up world. Dedication and hard work is the path which these people have chosen. So, all of this things that inspires these young people who are striving for success and doing whatever they can to accomplish their dream. Staying disciplined and creating an environment that supports personal achievement is needed by them in order to make the most out of their lives. Avoiding having children is seen as acceptable behavior when it comes to achieving your dreams. In other word it is the biggest factor that might affect their purpose in life (Samutachak, 2015).

### 5.2.1.2 Key findings from In-depth Interviews

Table 2: Attitudes on Society Issue

Belief	Evaluation
<p><b>Puk: Single but in a relationship, 34</b>  <i>“I don’t want my children to live in unpredictable society which tends to have a lot of crime. Scary society as there are plenty of mad, stressed people who easily become out of control. Life is very unsecure and dangerous.”</i></p> <p><b>Nhong: Single but in a relationship, 36</b>  <i>“Social ethic turns down. I don’t want to create an innocent child to survive through this society.”</i></p> <p><b>Tong: Single, 30</b>  <i>“Society in the future will change. Less in young and more in aging population”</i></p> <p><b>Yui: Married, 34</b>  <i>“In the future, the society will tend to change, less of Thai workforce and more acceptable for foreign workforce. Since developed country also have foreign workforce, technology will support me but criminal also rising as well”</i></p>	<p><b>Puk: Single but in a relationship, 34</b>  <i>“If the society tends to be good, maybe I’ll change my mind. But from what I’ve seen right now, I’d rather say ‘no’ for having children.”</i></p> <p><b>Nhong: Single but in a relationship, 36</b>  <i>“If my child has to survive hardly in the society, I’d rather have none.”</i></p> <p><b>Tong: Single, 30</b>  <i>“I can accept with the changing society structure.”</i></p> <p><b>Yui: Married, 34</b>  <i>“My husband and I are already prepared for society changing. To protect us from all unstable factors, money can provide us anything. So, we plan have passive income since now (30s). Take that money to invest more since we will take care of each other, no need for caretaker”</i></p>

Table 3: Attitudes on Financial issue

Belief	Evaluation
<p><b>Tong: Single, 30</b>  <i>“Living allowance for a child is high”</i></p> <p><b>Gwin: Divorced, 31</b>  <i>“Good financial is the factor towards the intention.”</i></p> <p><b>Toon: Married, 33</b>  <i>“If I have my own child while I stay in U.S., I will send the child to U.S. normal school surrounding my house, Private school maybe too expensive \$US 20,000 – 30,000 same as Thai International school which too much to afford”</i></p> <p><b>Arm: Single, 28</b>  <i>“If I have my own child, my wife should quit her job because of our good financial and she has only duty to take care of our children at home.”</i></p>	<p><b>Tong: Single, 30</b>  <i>“Saving money to spend for childrearing is not the thing I wish to do.”</i></p> <p><b>Gwin: Divorced, 31</b>  <i>“Have income from the stock is not stable, taking the risk alone is more secure. Well-childrearing use a lot of money.”</i></p> <p><b>Toon: Married, 33</b>  <i>“Keeping and all money and lock it up for the child is not valuable now, I think this money should be use more wisely than this idea, like investing in my new business.”</i></p> <p><b>Arm: Single, 28</b>  <i>“My dream will never come true proved by my financial statement right now.”</i></p>



<p><b>Name: Single, 34</b>  <i>“Used to want to have children but scaring of cannot taking good care of them. Moreover, I put my parents to be the first priority to take care of from my limited financial support.”</i></p>	<p><b>Name: Single, 34</b>  <i>“So, I should take care of the parents well before having my own children.”</i></p>
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Table 4: Attitudes on Burden Issue

Belief	Evaluation
<p><b>Yui: Married, 34</b>  <i>“Childrearing requests a lot of time, effort. I’ll lost my opportunity to do what I want, like travelling around the world”</i></p> <p><b>Toon: Married, 33</b>  <i>“Time required. If children come, time will be lost in the early year”</i></p> <p><b>Chung: Married, 33</b>  <i>“I’ve just married. My wife and I still need to maintain the life goal as travelling to many places. Too lazy to take care of children.”</i></p> <p><b>Nan: Single, 37</b>  <i>“Raising up one child contains too many factors to control.”</i></p> <p><b>Jib: Single, 34</b>  <i>“A child is a burden if there’s no love in between two people anymore.”</i></p>	<p><b>Yui: Married, 34</b>  <i>“Have children is a burden”</i></p> <p><b>Toon: Married, 33</b>  <i>“I’d rather spare my time concentrate in doing my own business than indeed in childrearing”</i></p> <p><b>Chung: Married, 33</b>  <i>“Having children will ruin our dreams”</i></p> <p><b>Nan: Single, 37</b>  <i>“If my child made me disappointed I think I can’t bare handle that feelings. Too much factors to concern in life and don’t expecting any huge extra burden”</i></p> <p><b>Jib: Single, 34</b>  <i>“If married, the best choice to prevent any risk is not having children.”</i></p>

Table 5: Attitudes on Children Expectation Issue

Belief	Evaluation
<p><b>Tong: Single, 30</b>  <i>“My parents have beliefs that the children must take care of their parents. I will do so but the world has changed. Everyone must have their own life either me or my future child.”</i></p> <p><b>Toon: Married, 33</b>  <i>“I have the experience myself of married with my husband and moved abroad and have less chance to take care of my parents.”</i></p> <p><b>Aor: Divorced, 37</b>  <i>“I still have some traditional belief as my parents that children must take care of their parents. Since I’ve divorced and back to live with my family, I truly know</i></p>	<p><b>Tong: Single, 30</b>  <i>“I didn’t expect to let the children take care of me when I become older.”</i></p> <p><b>Toon: Married, 33</b>  <i>“I Have no expectation whether my child will take care of me when becoming senior citizen.”</i></p> <p><b>Aor: Divorced, 37</b>  <i>“But the world has changed even my life was not turn out as I wish to be. Being hurt is not fun. To avoid that feelings, I’d rather stay without children is more safe to me.”</i></p>

<p><i>that they really love me and expect me to be happy without saying. So, how would I abandon them? I should gratitude them. If I'll have next relationship and having my own child, from my deepest desire, I still expect my child to take care of me.”</i></p>	
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### **(1) Attitudes Affected by Societal Issue**

Decades ago, the dynamic of society was more safe, peaceful, less competitive and less ethically ambiguous. But society today, with the feelings of being ‘survive-driven’, is crucial when considering whether or not it is a good environment for children to be raised. So, it is unsurprising to learn that many insecure aspects of society are the main reasons which stop people from having children.

### **(2) Attitudes Affected by Financial Issue**

Inflation, competitive business, and professional workforce skills are the key to having good revenue and income but many people cannot perceive it all. So, raising one kid requires a lot of money and also requires a second income from the spouse to earn enough and avoid a difficult situation. Considering various kinds of expenses, it is not an unexpected to think that not having children will provide a more flexible life within this complex society.

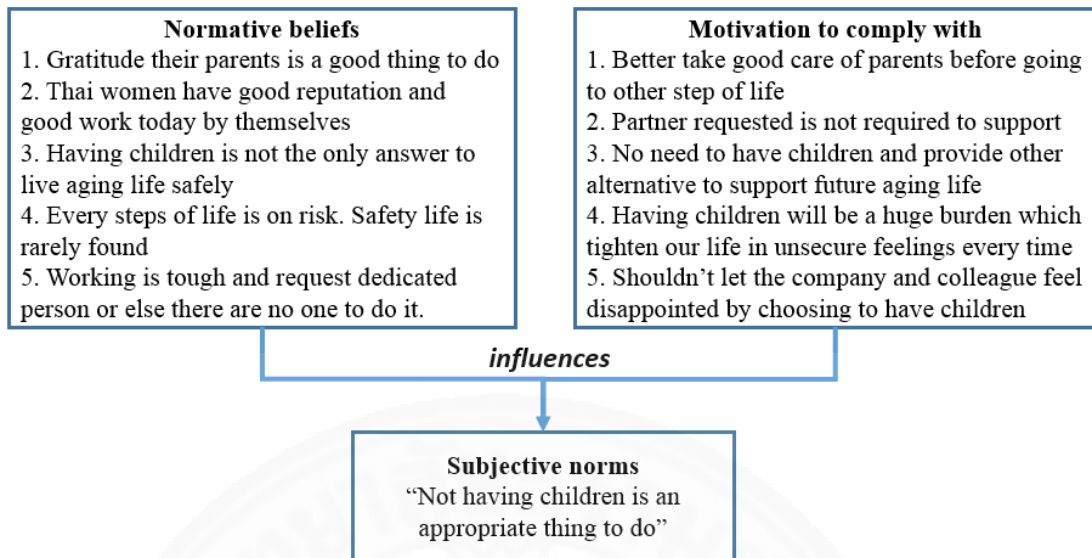
### **(3) Attitude Affected by Burden Issue**

Since success is the goal in everyone’s life today, any obstacles which prevent one from achieving their goal should be eliminate. As raising children would require strong financial as referred to above. Time, patience, skills and also love are needed which definitely takes a tremendous energy from parents. So it is unavoidable for some to view childrearing as a burden on one’s life. Some people are ready to take that burden but some have many burdens in life already and they do not need more. So, that’s why many people have strong attitudes that children are a burden.

## **5.2.2 Subjective Norm (Environmental Factors)**

### **5.2.2.1 Key findings from Secondary Research**

From TORA Framework, subjective norms (environmental factors) can be determined by Normative beliefs and Motivation to comply with.



*Figure 4: Thai People's Subjective Norms*

From figure 4, the Thai's unique normative belief of showing gratitude to their parents was one of the good things which differentiated Thailand from others countries. It came from religious traditions on paying back parents. Some used to say 'if you can't take good care of your parents, you will not be able to take good care to anyone especially raising up your own children'. So, taking good care of parents seemed to be one of the duties which replaced the perception of having children since the parents tend to live longer. Also the concept of having children who will support one in an old age is not required anymore. Since there are more alternative ways to make their aging life convenient such as investing in passive income, asset investment and also finding nursery for the elderly so the need to have children has decreased. Moreover, women seem to be happy with their single life without partner more than before since the concept of 'if you cannot find the right one, living alone is not that bad' has gained popularity. Therefore, dedicating themselves to their work is becoming as social norm to both men and women because it believed to be a path to success. On the other hand, a tough society to live with full of risk is a hidden factor that scares people to have children. It is hard to accept that one person growing up took long time while being killed took only a second (Samutachak, 2015).



### 5.2.2.2 Key findings from In-depth Interviews

Table 6: Subjective Norms on Spousal & Parents Influence

Normative beliefs	Motivation to comply
<p><b>Puk: Single but in a relationship, 34</b>  <i>“My mother is okay. She doesn’t think it’s necessary for me to have children. First my boyfriend wants to but right now he has agreed with me not to.”</i></p> <p><b>Tong: Single, 30</b>  <i>“I, myself don’t want to have children. But if my future partner wants to have children, I won’t fight to change her mind.”</i></p> <p><b>Jib: Single, 34</b>  <i>“I decide not to have children. But if the future partner or his parents do want to have children, I won’t against that idea.”</i></p>	<p><b>Puk: Single but in a relationship, 34</b>  <i>“Everybody is fine with my decision so I won’t have children.”</i></p> <p><b>Tong: Single, 30</b>  <i>“I’m okay to have children as her wish.”</i></p> <p><b>Jib: Single, 34</b>  <i>“Doing as my partner want, is okay for me.”</i></p>

Table 7: Subjective Norms on Government Issue

Normative beliefs	Motivation to comply
<p><b>Sung: Married, 40</b>  <i>“Increasing in child allowance is good”</i></p> <p><b>Tong: Single, 30</b>  <i>“If the government passing the law that everyone must have children, it is a must-to-do thing which stronger than campaign.”</i></p>	<p><b>Sung: Married, 40</b>  <i>“But not so convincing towards my intention to have a child”</i></p> <p><b>Tong: Single, 30</b>  <i>“I’ll do it if it is a law but if it’s not and just a campaign, I don’t feel that much passion to have children.”</i></p>

Table 8: Subjective Norms on Religion Issue

Normative beliefs	Motivation to comply
<p><b>Ann: Single but in a relationship, 34</b>  <i>“Human is born to redeem the karma not for anyone request. Human is a specie wish harm other species. So human shouldn’t be increase to get a chance to harm others anymore.”</i></p> <p><b>Aor: Divorced, 37</b>  <i>“After my divorce, I start going to temples and see more fact of life. Birth, live and death are cycle and normal. Sometimes I wish to stop this cycle.”</i></p>	<p><b>Ann: Single but in a relationship, 34</b>  <i>“Stop reproductive. I hate human species.”</i></p> <p><b>Aor: Divorced, 37</b>  <i>“Don’t have children can be another choice to live without pain.”</i></p>

*Table 9: Subjective Norms on Grandparent Support Childrearing Issue*

Normative beliefs	Motivation to comply
<p><b>Tong: Single, 30</b>  <i>“Grandparents doing childrearing for their children and they seem to be happy”</i></p>	<p><b>Tong: Single, 30</b>  <i>“In rural area it is okay to bring children to grandparents and let them take care temporarily”</i></p>

### **(1) Subjective Norms Affected by Spousal and Family Influence**

The most influential subjective norms come from one’s own spouses and parents. These people can easily persuade because they share a close relationship with each other. The government benefits in Thailand are not as strong as in the Nordic countries which can hinder the effects of family planning propaganda. Family influence can therefore replace a weaker government influence. In some countries, religion can take the place of governmental outreach but most people at the reproductive age in Thailand are not heavily influenced by religion.

#### **5.2.3 Interesting Behavioral Trends**

##### **5.2.3.1 Key findings from Secondary Research**

Interestingly, Generation Y people have ranked their plan of living step by step with the following results; take further education, work, buy a car, buy a house, marry, have a first child and start a business respectively. Mostly the results highlighted Generation Y’s plan to their further their education between the ages of 20 and 24. While in the 25-29 range, they want to accomplish many activities such as buying a car, owning a house, working, and starting a business respectively since they believe that it is the time that they have the maximum amount of energy to do everything. Getting married had a wider age range (between 25-34). Many thought that ages of 30-34 might be appropriate to have a first child (Samutachak, 2015).

Most Thai people respect the Buddhist religion and it becomes the cause of many manners and folkways. The main tenets of Buddhism are to be conscious and patient. So, Thai people seem to try and avoid any confrontation. Even if they feel angry their actions would be patient or asking for excuses while avoiding any arguments. Moreover, Thai people enjoy topics consisting of tourism, travel, culture, food or company success but avoid mentioning politics or religion which seem to cause conflict (2015 Country Review, 2015).

The new generation mostly consumes information over the internet. Starting with people who were born during 1995 onwards (the time of the internet era), as the biggest group which tend to be heavy users called Gen Next. The oldest age of Gen Next is around 21 years old and they are going to be the new society workforce. Gen Next consumes less than 1 hour per day of television but more than 6 hours per day that they used social media. The 5 most popular applications for Gen Next are Facebook, LINE, Instagram, YouTube and Twitter. The most popular website for the Gen Next is the independent community pantip.com which showed that they were likely to find information from others review and opinions. As pointed in an online review behavior of Gen Next, 53% of them read online reviews before making a purchase even though they considered the review not helpful later but it was still an impulsive action (Udorn, 2015). Since this generation was born in the time of internet, it is unsurprising to see that they are addicted to social media. This addiction has caused these people to behave with a unique style, become an information seeker, and have less patience than previous generations.

### 5.2.3.2 Key findings from In-depth Interviews

#### **Fon: Married, 34**

*“Have no expectation that her children will take care of her when become senior people”*

*“Living in rural country, the living cost not so high. And schools are not much, so it is no need to consider too much as living in Bangkok.”*

*“Rural people tends to live with their family, if not earning as government employee, then selling their goods. The advantage of retail business is capable to take care of their own children, no need to quit their job because it can do together. For people who can't quite their job, grandparents will take the important part on raising children during daytime. Living cost maintain low, only the income from the husband can cope all the family cost.”*

#### **Nok: Married, 34**

*“My actual personality is living alone, reading books, watch movies. But after my daughter had come, my lifestyle changed and could say, more fulfilled.”*

#### **Phrae: Married**

*“I don't always enjoy the world but I do enjoy the experience.”*

*“On Buddhism belief, I have a different take. Only human can do good deeds and hence get to nirvana. Producing another baby increases the chance of the soul to be reborn as a human rather than animals. Thus, it's like making good deeds by allowing the random soul the chance to nirvana.”*

*“Atheists tend to have lower birth rate because of birth control. Catholic population do not do birth control, so much higher number of babies.”*

**Pump: Married**

*“Plan to have the next child after the first one 2 years old. Let the siblings take care of each other. From his background of having one elder brother who keep hanging around is the touch of safety. If no brother, it will be too lonely.”*

From another side of opinion from a group of people who have intention to have children. Personal demographics matter. Individualism and Buddhism are still the basic beliefs for Thai people in their reproductive age. Moreover, for the respondents who live in towns, they seem to express more stress and concern about many issues which give them pause about having children. While people in rural areas seem to feel more relaxed about the number of children they are planning to have which may reach up to three children. They often think that the childcare expenses are not as high as in big cities and childrearing is more safe as well. While people who live in big cities seem to only have two children maximum. The main reason for having a second child is to provide their first child with a sibling, otherwise they prefer to have only one since the cost of raising a child is so high.

**5.2.4 Plan for Aging Society****5.2.4.1 Key findings from Secondary Research**

An aging society is an issue that we cannot avoid. Preparing a campaign for the best support would be the appropriate issue to accomplish today. Society's normative belief towards an aging population still has a common perception: you should work hard in your 20s, start marriage and have children in your 30s, have the best position in your work life in your 40s, retired in your 50s and have a peaceful life surrounded with family in your 60s. It is happening and seems to keep going on. Due to the fact that life expectancy is increasing we must ask not only the people themselves but also society: 'are we ready for this situation?'. To not only the effect of longer pensions, senior health and emotion but also to handle their family patience in nursing time can be emotionally and financial draining. We must ask if we are prepared or not for this.

The Thai government is working on the process of evaluating the possibilities and effects which will affect the society in these circumstances. Persuade the senior citizens to keep working by extended retirement age is in one of the policy ideas, both for state officials and private business. The picture of old people staying in the house having fun with their grandchildren during week day time will be replaced with working

in the office with the younger generation. Whether it will be the elderly people's willingness to do to keep busy and not lonely or not, sooner it will be necessary to do since relying on their children for financial support might not enough anymore. Old-age Allowance and pension are now under evaluation, projected to be under Long-term care insurance and Integrated community care. On the other hand, supporting innovative products and developing society's basic structure to be an Age-friendly city are keeping on progress (Termpittayapaisith, 2015).

#### 5.2.4.2 Key findings from In-depth Interviews

**Tong: Single, 30**

*"Prepare to have single retired life owning the house, 20-million-baht savings and having a relation with cousins' children"*

**Ann: Single but in a relationship, 34**

*"I plan to grow old together with my partner. Collect savings. If in the aging life seems to be suffer, it is acceptable to push K (Potassium-used for decapitate prisoner) and die with peace."*

**Tae: Single, 34**

*"For my aging plan, I would have enough money by that time and living in a nursing home."*

**Jib: Single, 34**

*"If become senior people without care taker, the choice of legal suicide will be accepted. I will potentially go to nursing home."*

**Name: Single, 34**

*"Actually I am willing to die after my parents."*

From In-depth interviews, it was found out that, for the respondents' plan of their aging society as people who perceived themselves as living alone or not having children when becoming older. They all come up with the same ideas of saving enough money, owning some assets and using some technology support in their own house or going to a nursing home. But since asking for more solid answers that where, when and how that your plan will be executed, it has not yet been done. It showed that people are now naive with the concept and somehow they have not yet realized that the population crisis that might affect a significant number of the nursing home workforce. The fact must be revealed in order to prepare people to handle the situation since they are able to do it by themselves.

## 5.2.5 Persuasive Factors to Persuade to Have Children

### 5.2.5.1 Key findings from Secondary Research

The government is working on the process of factors in evaluating on what stimulates people to have children, aiming to cover both mother and father aspect. The existing policy today was 15 days paid paternity leave for fathers of newborn babies which giving father the opportunity to take care of the baby without losing money, still officially for employee in state officials. While mother already had 90 days maternity leave which would receive 100 percent paid in the first 45 days and 50 percent (THAI NEWS: Tasty Thailand, 2012). On the other hand, many institution and organization are already alert and doing many research to find out the factors which could be the key to solve the issue as well, such as ‘Support childbearing through work life balance’ which still on progress and will soon be done and published (Kanchanachitra, 2015).

### 5.2.5.2 Key findings from In-depth Interviews

#### **Tong: Single, 30**

*“Only if my future spouse wants to have, then I will. The other option I would growing number of people is to donate my sperm to a sperm bank”*

#### **Jib: Single, 34**

*“If my future husband does not exist, child adoption would be the first priority for me under the condition of physical similarity between the child and me. Therefore, taking child-adoption for sparing someone to take care of my aging life is not the main reason. But to fulfil the feelings of growing someone to be a good population not to be a burden in the society. The second choice will be take a donor sperm from a sperm bank.”*

#### **Fon: Married, 34**

*“Already born with perception that marriage life must have children. If have no children in life, then there’s not necessary to marry. Just only maintain the status as in a relationship is enough.”*

#### **Nok: Married, 34**

*“Firstly, I thought of social problem. I don’t want my children to live in unpredictable society which tends to have a lot of crime. But after wedding then I pregnant so, it is meant to be.”*

*“After I have one child, the second one is plan to be my daughter’s sibling. Because I do not want her to be alone and been left behind after my husband and I passed away.”*

*“I want my daughter to have sibling by expect to teach my child a lesson of loving, generosity and caring of each other as a basic EQ.”*

*“Financial suffer is the key not to have children. But once the children come, then no reason to setback and must be move on even I’m not sure we will make it or not.”*

*“Having children made me more selfish in order to have this thing or that thing for my children.”*



**Phrae: Married**

*“I think I was raised to believe that the family would only be considered a family with kids. Now that Rene probes me if I really want one I had to think harder. I think I want full human exposure with my partner. A bit selfish for creating another human being for my own pleasure.”*

*“Just to share on EU perspective. My mom had 1-year-maternity leave when she had my brother. When they had me, my mom didn’t want to derail her career, so my dad volunteer to take paternity leave instead. 1 year as well. Fully paid by the government.”*

*“Most developed countries birth rate is so low that they provide multiple incentive to increase the birth rate. Germany for example set to change the number of population by immigration system.”*

**Pump: Married**

*“The complete marriage contains children. Once starting the family, parenthood feelings follow right after. Even it sounds like a duty but it is kind of personal need.”*

*“Before married, have no feeling of having children came to mind, just to avoid burden. But after married, the feelings of starting my own family risen with more passion in responsibility”*

**Ping: Married**

*“I used to scare that I will do a child-rearing not good. But then my mom said just let go and rearing them as the parents used to do with me. Or another option is send the children to my parents for nanny while I’m out for work.”*

From In-depth interviews, the persuasive factors which will stimulate people to have children are not enough financial allowance or benefits as the researcher was expecting since the beginning. All samples felt that even though the government helps by giving allowance or paternity leave it still does not cover all the expenses incurred when raising a child. Good but not enough. So, the researcher, when asking for some other options to increase the population, some of them wanted to donate their sperm to a sperm bank or adopt a child. The group of respondents who have the intention to have children had various reasons for such opinions. Some respondents who intend to have children mentioned that their lives would feel incomplete if they did not have any children. Some respondents had no intention of having children until after marriage. Once married, the influence from their spouse changed their feelings towards fatherhood/motherhood.

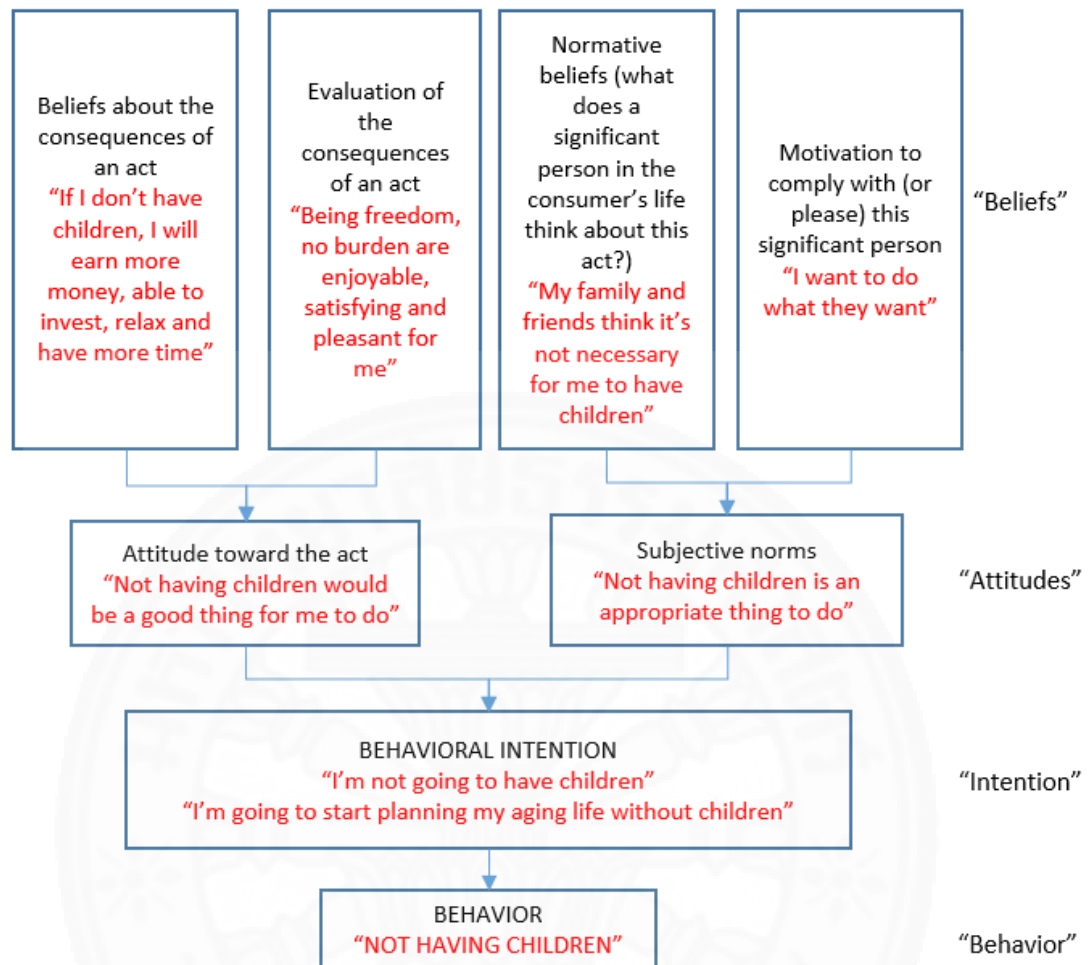


Figure 5: TORA Framework of 'Not Having Children' Behavioral Intention

These findings can be analyzed in terms of the TORA Framework from Figure 5. The attitude of people occurs because of two factors: the beliefs within themselves and normative beliefs of their influencers. People who have the intention of not having children internalize the disadvantages of having children into their beliefs. They then evaluate and conclude that not having children would be a good thing for them to do. Those influenced by normative beliefs feel strengthened by outside influences that their attitudes that not having children is an appropriate thing to do. If these two factors are compatible with each other, the behavioral intention of 'not going to have children' would no doubt come from the final decision of 'not having children' behavior.



## **CHAPTER 6**

### **SUMMARY AND CONCLUSIONS**

#### **6.1 Summary and Conclusions**

##### ***Not having children is a result of belief***

Analyzing TORA framework, the attitude towards the behavioral intention of not having children is the result of each person's beliefs and subjective norms. Spouses and single status were not the factors that affect it in anyway. Since belief is the judgement of every actions we have gone through since birth, if anyone decided not to have children because their childhood life was very difficult, that is called belief. Others might have a strong willingness to have children because they think of life without children is so empty referred to African people's attitudes and that is also called a belief as well. Spouses or single people are the only milestone telling the distance between person and the goal.

##### ***Not having children as a new trend today***

Asking the young population in their reproductive age about having children issues today. Seven out of ten might say no as it is the normal thing for people in their age to say. The world is moving very fast which affects technology, competition, etc. Good education is one of the cogs that supports the innovation and also guides people to step out from their comfort zone. Certain beliefs about giving birth, raising up a child, getting married, and then becoming pregnant has been replaced by living an independent life, enjoying freedom, going beyond expectations and proving it to the world. Unsurprisingly, this concept completely affected the young generation and has been followed by the world-over. Of course this belief will be long lasting until a new concept begins and takes the place the old one.

##### ***Three factors which can change a mind***

The behavioral intention is not long lasting. In fact, it can be changed if the unacceptable factors have been fixed. There are three important factors for raising a child: surrounding by a good society throughout their life, having good financial support, and the parents maintaining job security during the childrearing period, as

children are not burdensome. The perception of a good society could only come from the realistic, handle with the crime are the things the government must do as usual and adds up with input from more information about the society becoming ready for growing children instead of conflict, rape issues, crime scenes would make them doubt the societal readiness for their children. To reduce or keep the cost of living not too high by with inflation would ease the parent-to-be' stress and concerns. Having another member in the family is easier and also provides paternity/maternity leave, childcare service and more basic support similar to that of Nordic countries. These policies would make the intention to have children expand. Last but not least, keeping their job security and balancing the parent work life and their childrearing duties to be more flexible wherever they are, not just only house but also the workplace or traveling more would decrease the 'children are a burden' feeling and would perhaps make them reconsider their decision that 'it would not be that bad to have children'. And these are the top issues which would affect many families about having children.

***Government should plan a direction for spouse and single people differently***

For single people who have no partner, it should be start with increasing the marriage rate followed by increasing the birthrate. To start with, we can increase the marriage rate by emulating South Korea's plan which brings single people together and gives them a chance to know each other before furthering relationships. Therefore, if single people cannot find their own partner, it seems like they have totally lost the chance to reproduce in the cycle. But if the subjective norms around them are strong enough and their beliefs cannot stand for it, they could probably have children by surrogacy or request for an adoption to achieve the subjective norms goal of having children.

For married people, it should be in the birthrate increased stage. To achieve this goal, subjective norms must take this part by slightly informing the spouse of the advantage of having children without pushing too hard or creating pressure. Spouses or their parents, and the strong government policy refer to Nordic country are the most influenced factors which must carefully deliver their messages. Because too hard pressure could cause a negative bias. Therefore, this plan should be successful unless

the subjective norms are not stronger than the spousal belief which makes the behavioral intention of not having children remain.

***Government should utilize both online and find partners to emphasize this issue***

Using online media in an appropriate way besides delivering the message to your right audience helps expanding a good modern brand image as well. The message should alert people to know this population crisis and deliver it in fun, creative mood and tone, emulating to South Korea's campaign, would be more impact. Maybe tie in with some celebrity family who has a good image can gain people's attention as they always post on Instagram, Facebook, etc. Also, searching for interesting benefits which other countries provide and asking Thai people which ones they are interested and work from there. Doing all these alone may reach the goal slowly. Since this is not commercial campaign but it is societal concern, finding the appropriate partners and PR agency would be the answer to help through this issue. All of this runs to the same objective as creating the new experience to erase the disadvantageous image of having children and then inputting and changing beliefs to the good side of having children which will bring about the chance of changing the behavioral intention to have children in the end.

***Aging society life plan***

Many countries in the world have already reached a large number of elderly. But it had not been reached the projected maximum point yet which will be much worse. So, all the solid plans of the elderly have not yet been announced. And the government should prepare and set up the organization to take care of this issue because the elderly market will keep expanding quickly. The faster we prepare, the faster the problem will be solved. And from the study findings, it showed that even how hard many government trying to urge their population to have children, it seems to change their minds which reach the expectations slowly. So, if the trend is moving as it is today, the effort to increase the total population will not be able to reach that and the world population will unavoidable face the aging society issue.

### ***Migration will become another alternative***

As the population decreases, the solution of pulling migration from others countries will soon be come as issue. In major developed countries such as the US, the economy is driven by a huge migrant population. Preparing migration law and services should be fast and detail oriented since they exist not only to protect the migrant which comes to our country but also to protect our citizens from being exploited as well.

### **6.2 Limitations of the Study**

1. Lack of some information because some countries are not able to access the internet which made some insight information impossible to be gained.
2. Time constraint in data collection and analysis process.
3. The face to face interviews did not go as a planned and more flexible interview such as LINE chat must be provided to the respondents because of the respondents' tight schedule and distance from respondents.

### **6.3 Future Research Suggestion**

In order to suggest other researchers which may have a chance to study further on this topic. Listed below are the suggestions:

1. Expand the target specifically in rural area which seems to have a higher childbearing rate than urban area.
2. Take a secondary research by studying further in the participant's background to understand cause and the source of the things that they said. We can hopefully learn from their failures.

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## APPENDIX A

### IN-DEPTH INTERVIEW QUESTIONS

#### General consumer information

1. Introduce yourself – name, gender, age, number of family member, education background, occupation, personal income, nationality
2. 4 Status categories: Totally Single, Single but in a relationship, Married and Divorced
3. How many years have you been through this status?
4. Have your brother or sister got married? Do they have any children?
5. Have your friends got married? Do they have any children?

#### General consumer behavior

6. Briefly describe about your work, career path and your life goal
7. Briefly describe about your lifestyle, media consuming and social community
8. How do you use your income? Separate in categories? How much is expenditure proportion?
9. Have you got any experience in taking care of others children? How was it? How did you feel?
10. What activities did you do with children? How often do you spend time with those children?

#### Consumer attitude

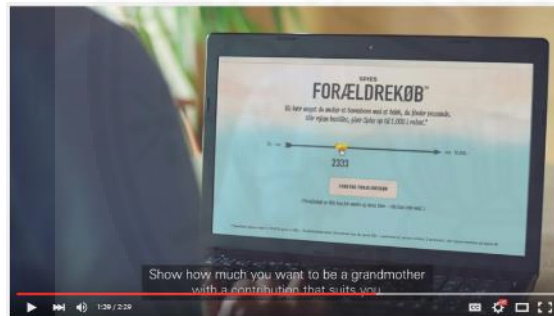
11. What's the important thing for family life?
12. Are 'children' the important meaning thing for family life?
13. Talk about 'children', what feeling/mental image comes to your mind?
14. What are things that you like/dislike about children?
15. Talk about 'having your own children', what feeling comes to your mind?
16. Have you thought of having your own children? (Plus question for totally single group: 'if you have spouse in the future.) Why? (Request for details explanation)
17. Can you rank those reasons which hit you to have a purpose of not having children?
18. Children education expenditure/ Moral social community/ Welfare benefit are these reasons also affect? (in case they didn't mention all these in previous question)
19. Most of people having children for the purpose of taking care of them when become senior citizen, if you plan not to have children what is your plan in taking care of yourself when you get older? What do you think you will need when you are on that age?
20. If the government or UN have a good benefit for family or person who have children (give some examples), will you change your mind? Why?
21. If the answer in previous question is 'no', what benefit or what cause that happen which can change your mind?

22. For totally single and Single but in a relationship people question. If you're dating someone who wants to have children, will you continue your relationship or what will you decide to do?
23. Which celebrity families (which have children) do you like, admire or follow? Why?
24. Imagine if you are in that celebrity position, will you decide to have children?
25. For homosexual (such as Gay or Lesbian) do you think of donate your sperm to the sperm bank or have any child adoption?



## APPENDIX B

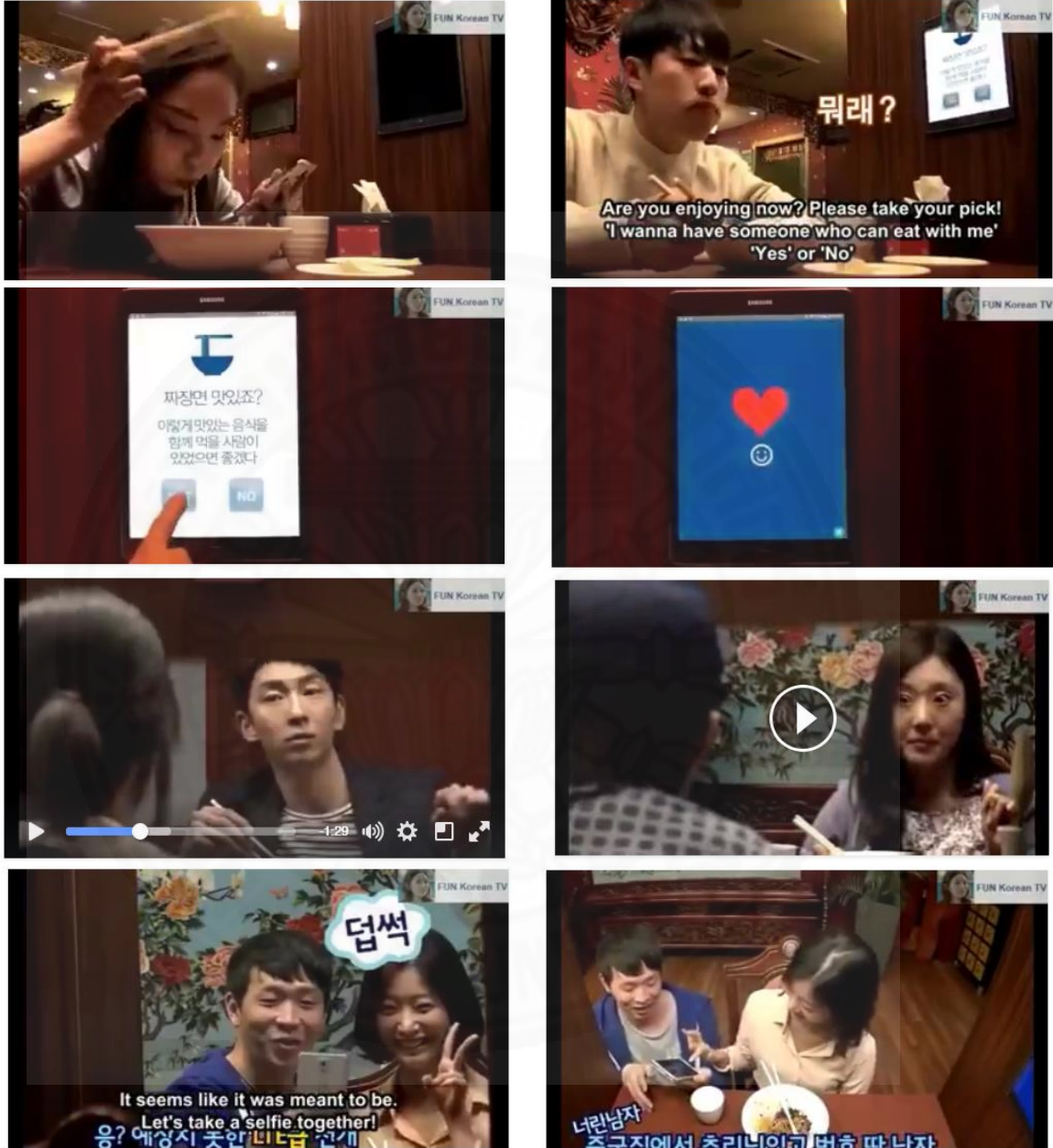
### Do it for Mom: Denmark Campaign





### APPENDIX C

#### Korea: Meeting Restaurant for Lonely Single



## BIOGRAPHY

Name	Miss Salilket Kiatrabil
Date of Birth	July16, 1983
Educational Attainment	2014 - 2016: Master's Degree Program in Marketing (MIM), Thammasat University 2001 - 2005: Bachelor's Degree in Business Administration, Kasetsart University.
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