



INTERGENERATION GIFT GIVING IN THAILAND

BY

MR. CHANON CHAIPUTHI

**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 2016
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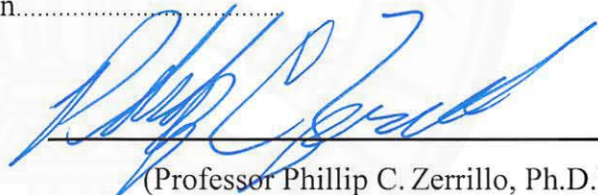
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INTERGENERATION GIFT GIVING IN THAILAND

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

on.....

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ABSTRACT

“Intergeneration gift giving in Thailand” has been chosen as an independent study which represents a contemporary topic in the area of applied marketing which focuses on the society area of the marketing knowledge. Elderly populations have been significantly increasing in past several years. With the trend, there are countless products and services for the elderly in the market. Furthermore, the interesting fact is that many of these products and services are purchased by the younger generations with the main purpose of giving as a gift in various occasions. Therefore, the purpose of this study is to determine attitudes and seek key factors that affect middle age people towards their gift giving behaviors to their grandparents.

For better understanding, this study used market research to gather information with regards to the topic. Exploratory and descriptive methods was used to collect the information. Findings from secondary research such as academic journal, newspaper, textbook, Internet etc., and in-depth interviews were used to develop the questionnaire. Conclusions of the study are based on results of surveying 131 respondents. SPSS program and its tools (regression, t-test, ANOVA) were used to complete the analysis.

Findings represent new knowledge and insightful information that will be useful to identify and understand realistic opportunities for Thai marketers who target

elderly customers. The key dependent variable is gift giving to grandparents. Key independent variables are demographics, motivations, and attitudes.

Keywords: Gift giving, senior gift, gift culture, gift for grandparents.



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Mr. Chanon Chaiputhi



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CHAPTER 1

INTRODUCTION

1.1 Current Situation

In Thailand, elderly population has increased significantly which leads to the increase in products that geared towards serving this market segment. However, the products and services purchased for the elderly segment are made by the younger generations. According to National Statistic Office of Thailand (2014a), the report showed that elderly population accounts for 10,014,699 in 2014 which had been dramatically increased from 9.4 percent to 14.9 percent in 2014 comparing to 2010, and it is expected to reach 21 percent of total population in 2025. The report also shows that 86.9 percent of senior people live with their children and grandchildren. According to National Institute of Development Administration (2015), the survey found that 62 percent of elderly people sample had been taken good care of by their younger generations.

With a high growth rate of elderly people, it is interesting to understand attitudes and factors that influence middle age people to purchase gift for their grandparents. With a significant growth of this market segment, it is interesting to understand consumer's attitude and behaviors of intergeneration of gift giving in Thailand.

Moreover, middle age people who are in working age, start to take care of their grandparents and increasingly taking role in taking care of their grandparents once the grandchildren get older, while decreasingly of children generation. With their experience to grandparent, this group of people is willing to spend for their grandparents to show their good intention.

Therefore, the study of “**Intergeneration gift giving in Thailand**” had been chosen as an independent study. This study is a contemporary topic in applied marketing which focus on the society area of the marketing knowledge. The objectives are to understand attitudes and to assess factors that affect middle age people towards their gift giving behaviors to their grandparents.

1.2 Research Objective

This study is a contemporary topic in applied marketing which focus on the society area of the marketing knowledge. The objectives are to understand attitudes and to assess factors that affect middle age people toward their gift giving behaviors to their grandparents.

To study on characteristics in middle age people who give the gift to their grandparents.

- : To study an overview of gift giving behaviors to their grandparents
- : To understand a demographic factor that effect gift giving to grandparents.
 - i.e. trend, amount, education, income, and gender
- : To study related factors that effect to level of relationship in intergeneration.
 - i.e. childhood experience, living with or without grandparent, family structure, elder people status in family.

To understand middle age people attitude and their self-perception towards gift giving behaviors to their grandparents.

- : To study their attitude towards grandparent in their family
- : To study motivation of gift giving to grandparents

To understand purchasing behaviors of the gift giving to grandparents

- : To study factor that effect middle age people of choosing product and service as gifts to grandparents

CHAPTER 2

REVIEW OF LITERATURE

Motivation of gift giving separates into two purposes which are Symbolic Messages and Obligation. Symbolic Messages were used to represent the expression of feeling as a symbol; the status of a relationship, a promise of future interaction, or a statement of love, concern or domination. Obligation is often appeared to be a generously offer. (Goodwin, Smith, and Spiggle, 1990).

Gift giving has been human activity since pre-date civilization, it is used to show love and affection toward one another. The reason of gift giving is to create happiness for both giver and receiver, improve state of mind, grater social connection and contagious. Gift giving is also used to identify our social status, and is also used as a mean of communication among each other and expresses ourselves. The psychology behind gift giving is to connect people by expressing their feelings and emotion by sending a gift, which the behavior is motivated by feeling of wellbeing. (Curious History, 2015)

The idea of Gift Giving depends on the person and their personality, not the age. The idea of gift selection is separated into two sides, which are the idea from giver his/herself and adapted from receivers' point of view. The idea of gift selection can be various however most givers will choose based on the convenient of purchase, experience between giver and receiver, and upon requested. Not only the product, gift giving can also be a creative activity which related to their mutual experiences or any reasons that receivers may make their grandparent happy (Kim, 2011).

The report showed situation of elder population in Thailand, who has aged more than 60 years old, of 10,014,699 in 2014 which had been dramatically increased from 9.4 percent of total population in 2010 to 14.9 percent in 2014 and expects to increase to 21 percent of total population in 2025. It also showed that 86.9 percent of elder people live with their children and grandchildren. And the main income of senior citizen were showed in the result of 35.7 percent of senior population come from their children. More than demographic grouping, there are several methods that can be used to group senior citizen. Geographic method also used to group the senior citizen, it shows a big size of elder living in urban area as of 41 percent of total elder

population. In terms of age of senior citizen, it is separated into three period: initial period, middle period and last period. The period range that is used to identify the group are between 60-69 years old, 70-79 years old and above 80 years old respectively (National Statistic Office of Thailand, 2014b).

Gift giving is used to represent the norm of giving, social responsibility, and reciprocity. As the gift is a symbolic itself, people tend to choose gift based on symbolic rather than function attributes. However, someone with the bias on the symbolic of gift tend to choose functional object as a favorite. The gift choosing behavior based on symbolic are often seen by choosing product that are one of a kind, togetherness, represent the relation (e.g. wedding ring), and symbolic attached to gift. In terms of motivation, there are three kinds of motivations for Giving: altruism, self-interest and norm. Gift purchasing tends to be effected by giver's opinion, although the benefit of the receiver is somewhat important. The research showed that the largest influence on the choice of gift was the giver's ideal self-concept, followed by the giver's present self-concept, and lastly by the perceived characteristics of the recipient. On the other hand, receiver would respond by feeling more or less satisfaction obligation, and desire to reciprocate, which tend to be less once the giving is for the benefit of the giver, while the gift with selfless seem to be more satisfy (Wolfenbarger, 1990).

The behavior of taking care of their parents and grandparents provide the givers with high value of gratitude which is common in Thai society. Nowadays, Thai people tends to pay more attention on giving gift to grandparent which increases popularity among product for senior citizen, which in turns drive up competition in this product segment. The significant effect buying decision are usage and necessarily of senior citizen. Conform to increasing of demand in product categories which suit to senior citizen such as specific smart phone for senior citizen, wheel chair, electronic massage macine (Prasobchai, Rangsimma, and Sujritra, 2015).

This research provided the general idea for gift giving behavior that givers mostly purchase gift at department stores using cash which in line with the research resulted that factors which influence the choice of gift are effective of usage, appropriate price, well known of distribution channel, promotion and advertising of product and purchaser's personal income. Product categories which are most picked

as gift are insurance (25.9 percent), healthy drink (18.6 percent), and medical supplies (17.8 percent). It is interest that all product categories related to health concern. It also shows a good relationship between children and mother as 65.1 percent of respondent live with their mother, while non-living with mother majority has high frequency of visiting from their children (Rattiya, 2010).

Attitude towards senior citizen from middle age and teen age in Bangkok results in positive perspective, the higher positive to the senior citizen in initial period due to less physical changing and image. There are also factor that effect attitude towards senior citizen. The group of high family income and having childhood experience with grandparent tends to have positive attitude towards grandparent. While this attitude also effect with the behavior of middle and teen age. The group with positive attitude tends to have better relation with their grandparent more than other groups. Positive attitude also lead to respect, care and perceived grandparent in higher social status. Attitude tend to change by time, in Asia young people used to be respect and value to senior citizen, but researcher found that some of younger generation perceived senior citizen as differentiation from themselves. This would effect to reduce valuation in senior citizen and behavior of younger generation (Kanchana, 2010).

Product category need of senior citizen in Asia result in product of necessary for living (78.9 percent), tools and facility (27.5 percent), food (27.4 percent), and cloth (8.7 percent). Furthermore, the report shows the increasing of demand in product category of appearance, health care, health recovery, massage, and physical support. While purchasing behavior tend to be more affect by comfortable, durable, high quality, safety. Advertising has been used to this market segment, but it shows average effect to purchase decision making of senior citizen as 41.9 percent of senior participants agree that advertising has effect on purchasing decision. While word of mouth seems to be best option for making senior citizen aware of product and service which effect to purchase decision (Department of international trade promotion of Thailand, 2015).

As summary of this literature, (1) research from gift giving in Thailand remain not enough for this study, (2) Several research studies from western countries found

gift giving as symbolic, but not found information related to its effect to choosing product and service as gifts to grandparent or not, (3) research on internet not show variety of factor that effect gift giving to grandparent behavior, (4) research did not show the effect of middle age people attitude and their self-perception towards gift giving behaviors to their grandparents. The proposed study will provide contribution in these four areas.



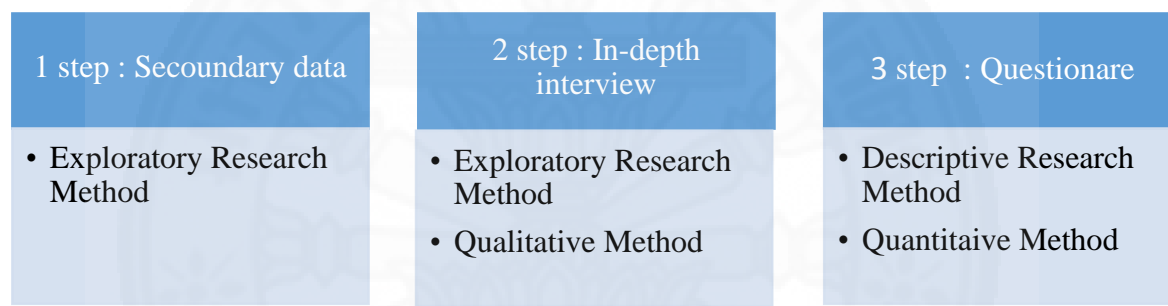
CHAPTER 3

RESEARCH METHODOLOGY

Market research was one of method which allows us to understand the target group more. The research was done through collecting secondary data and conducting primary research. In order to increase effectiveness, both qualitative and quantitative research was included. Sampling selection targeted on middle age group who are used to give gifts to their grandparents.

The research was done step by step of understanding objective of the topic; each step finding was able to expand ideas in the next step with appropriate methods as shown in research framework below.

Figure 1: Research process



3.1 Exploratory Research Method

In the very first period of this research, this method had been used, which allowed researcher to generate ideas and understand draft information of the research topic as a guideline for quantitative research such as questionnaire design. The exploratory research method has applied with secondary data and in-depth interview.

Secondary data had been collected in the initial period of study, as an idea for focus group question design, by sourcing the appropriate data from both online and offline published sources such as Google scholar, journal, article, book, newspaper, and website. Exploring secondary data also brought the efficiency to the study as using data that already done by appropriate source.

In this stage, information about gift giving to grandparent were collected as follow.

- Definition, purpose and motivation of gift giving.
- Demographic information i.e. trend, amount
- Culture norm and attitude of grand generation towards grandparent

- Factors that affect gift giving to grandparent

For qualitative research, this research choose in-depth interview to find in detail on scope that had been settled from secondary research. Open-end questions were asked in the interview in order to let interviewer express their point of view in order to obtain more insightful information. Data collected from in depth interviews lead us to the clear picture of hypothesis in questionnaire design. The interview was set to determine on the following scopes:

- To understand their attitudes and factors that affects middle age people gift giving behavior to their grandparents.
- To understand purchase behaviors of the gift giving to grandparents

3.2 Descriptive Research Method

A questionnaire was used to obtain information for each individual sample to generate the significant against the hypothesis and the relationship of variables in large number of respondent. It provided standardizes answers which help the researcher to analyze data easily in form of statistics.

In this study, the purpose of this questionnaire was to understand characteristic, attitude and purchasing behavior toward the topic. Questionnaire questions were based on founding in secondary data and in-depth interview with close-end question; choice questions, and rating scales.

3.3 Key Research Variables

Key variables of this study separate into dependent and independent variables: Dependent Variable: Gift giving to grandparent and Independent Variables: Demographic, Motives, and Attitudes.

3.4 Sampling Procedure

Sampling helped to reduce the number of people that need to be observed. For this study, convenience sampling of non-probability sampling technique method was used. Moreover, criteria of sample had been set to increase accuracy of data collection.

For this research, the demographic, geographic, and behavior screening method were applied to the screening sample criteria. The group of certify

respondents are both male and female. Since the research focused on middle age people, it is necessary to set age between 25 – 45 years old. The sample also must live in Bangkok which can be easy to obtain the information and Bangkok is best to represent the whole country since it contain variety of people from the different province of the nationwide. For the most accuracy of the respond, all respondents also required to have an experience with gift giving to grandparent.

Respondents who have qualified to the initial criteria were segmented into three groups based on the frequency of gift giving to grandparents. The frequency of behavior can used to find the different attitude of the gift giving to grandparents, which has criteria to separated respondent as heavy giver are respondents that give gift more than one times per month, moderate giver are respondents who give gift more than one time per three months. In order to obtain the most update information for the study, the sample necessary to have recent experience to give gift. Therefore, unqualified respondents who have no recent experience were set as non-givers. Non-givers are respondents that have never given gifts to grandparents or have no experience of gift giving to grandparents in past few years.

3.5 Data Collection

In order to obtain accurate data, it need to be carefully collect from the qualified respondents with different criteria for each activities. There are two activity of this research that need data collection which are in-depth interview and questionnaire.

For in-depth interview the data collection were separate into two rounds. Since the researcher would have a chance to add the missing point or adjust unclear question in the second round. After each round finish, conclusion was made in order to covering all questionnaire design. The mean of data collection for in-depth interview was face to face only, this help researcher to see the reaction of each respondent and be able to acquire the clear answer by explaining the unclear respondent in each question. To be well time management, a pre-interview was set by calling to the interviewer, asking about their qualification criterion for screening and obtain respondent background. In the first round of in-depth interview, five participants were selected by convenience sampling.

As of the criteria set in this research, all participants have ages between 25-24 years old who live in Bangkok area with experience of gift giving to grandparents within the past one year were selected to be interviewed within 30 minute duration for each interview section. The second round of in-depth interview had done by another five different participants with the same selection criteria as the first round. Moreover, to be more understandable in both side of view of giver and receiver, the two way communication were used by having researcher as the middle. Two grandparents who have ages above 60 year old which have received gift from middle age people within the past year were added into this round. The two grandparent participants were also selected by convenience select method.

In the research, the 150 questionnaire were collected from middle age people who had ages between 25-40 years old and used to giving gift to grandparent within the past six months. The questionnaire were convenience selected from both online and offline channels. Which researcher selects www.surveymonkey.com and Facebook as the major means of online questionnaire distribution. While the offline channel are collected in Sathorn-Silom area which has the high density of office and variety of people among the target participant. By questionnaire itself, researcher design it into two parts, the first part was for screening question for sorting out non target sample and the rest was question in details.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Qualitative Data Analysis

4.1.1 Qualitative Data Analysis (In-Depth Interview)

Data were analyzed base on each respondent point of view. Most of the point which were separate into four major areas; personal, attitude, behavior, and recommendation. The personal area are more likely about participant individual information and condition which were set as the variable on the hypothesis of this research that will effect attitude or behavior of participant or not. This area contains general information such as age, occupation, income, education level, and experience with grandparent and members living in house. Moreover, the characteristic of grandparent also include in this area to find the relationship between the variable and others.

In area of attitude, it contains the point of motivation which bring people to thinking about give gift to grandparent and their attitude toward grandparent which would affect the other variable or not. The area of behavior were analyze the process of buying things in order to learn effect against others and variable in this area. The area was separated into two parts which were analysis of consumption pattern (frequency, reason of visitation and timing) and purchasing behavior (influencer, frequency and product selection). At last, the recommendation and others were set for analysis for those objective that not in the list of analysis objective. This area was used to improve future research and keep the useful data to support the study of this research.

4.1.2 Qualitative Result (In-Depth Interview)

Effect of personal background

The income and family background affected attitude towards grandparents in the family, which low income participants had lower interaction with their grandparent than higher income sample. Furthermore, the participant who had living background with their grandparent tend to have higher interaction with their grandparent seems to have more care for their grandparent when they grow up. The

participant in this group show more frequency of visiting their grandparent more than the others.

Attitude against grandparents

Most participants had attitude towards their grandparents that they were not convenient to buy things they liked by their own, which driven them to purchase product that their grandparents like as a gift. Participants also had mutual value of respect to their grandparents with some are effect by Thai culture via family structure. The participant who used to live with grandparents were seem to have better attitude towards their grandparent. However, only few negative attitudes were found in the interview. Some participant claim about stresses of their grandparents which affect his/her attitude to them.

Gift Purchase intention

In terms of product selection, 1 out of 4 participant's decision was influenced by their parent's suggestion and experience with their grandparents. Participant also showed that not only give gift to satisfy grandparents but also for symbolic and social status. Moreover, the concern factors of buying gift for grandparents also include health condition of their grandparents as a major concern to their selection of gift. This issue showed in most participants as the common concern however product benefit, price and reliability also existed in some interview.

For product selection, participants mostly bought food that their grandparent like. And some purchased innovative new products for grandparents as they think that it can provide comfortable and excitement to receiver which they were not good at buying this technology by their own. Another factor which seem to be important was the pre-requested things by their grandparents, this factor was mostly driven from the need of their grandparents. Moreover, the middle age participant had never bought life essential products or health support products for their grandparents. These kinds of products were normally bought by their grandparent's child.

The convenience of purchasing was not much important for buying gift in some purpose of gift giving such as to satisfy the need or on request of their

grandparent. Participant who had gave gift for these purposes willing to spend their force and time to find the right product.

Gift giving to grandparent behavior

Four out of five participants gave gift per visit or occasion which could be any place such as restaurant, hotel or residential. Moreover, they were tending to handle gift by themselves. Some were rarely delivery gift by mail, but only in case when they cannot deliver by themselves such as study.

4.2 Quantitative Results

4.2.1 Quantitative Data Analysis (Questionnaire)

Questionnaire was mostly staged by open-end question with multiple choice and scales method, which made the data suitable for statistic calculation. Significant segment of respondent was set according to mutual life style. Significant of hypothesis based on objective and previous exploratory research was found in SPSS program (Statistical Package for the Social Sciences). Regression, t-test or ANOVA procedures were used to analyze data in this study.

4.2.2 Sample Profile

The quantitative surveys were completed by 163 respondents, while 131 respondent had passed the screening question which showed in the prior of the questionnaire. All the valid respondents were aged between 25-40 years and used to give gifts to grandparents within the past year.

In Figure 2, showing of respondent demographic profile summary of all valid 131 samples. Most of the valid respondents were female which are 80 people or 60 percent of total respondent. The age range had been set into three groups per each group with five years range of each group for convenience of analysis, which were 25-29 years, 30-35years and 35-40 years, 38.9 percent, 37.4 percent, and 23.7 percent. The majority of respondents had monthly household income between 50,000 to 100,000 baht. Moreover, most respondents or 43 percent of total respondents had been giving gift to grandparents more than one time per month, while 85 percent of total respondent had childhood background with their grandparents. The majority of them had childhood background with their grandparents for four to seven years.

Figure 2 : Summary of respondents' demographic characteristics (n=131)

	Count	Column N Percent
Gender		
- Male	51	39 %
- female	80	60 %
Age		
- 25-29 years	50	38.9 %
- 30-35 years	49	37.4 %
- 36-40 years	31	23.7 %
Education level		
- High school or equivalent	1	1 %
- Bachelor 's degree	98	98 %
- Master's degree	32	32 %
Household Income		
- Below 50,000 Baht	20	15.3 %
- 50,001-100,000 Baht	99	75.6 %
- 100,001-150,000 Baht	10	7.6 %
- 150,001-200,000 Baht	2	1.5 %

Data analysis report showed the relationship between group and their behavior, which had variable according to respondent childhood background with grandparents. Therefore, the variable was grouped based on period respondent spending childhood background living with grandparents.

- Never has childhood background with grandparents.
- One to seven years childhood background with grandparents.
- Over eight years childhood background with grandparents.

In the result, most of the respondent has one to seven childhood background with grandparents. This group contains 78 frequency or 59 percent of total respondents. Following by the group of spending one to seven years with grandparents which contains 34 frequency or 25 percent of total respondents. The smallest group are who never has childhood background with grandparents, the result shown 19 frequency, or 14 percent of total respondents.

4.2.3 Quantitative Results (Questionnaire)

Criteria of choosing gift for grandparents

The criteria of choosing gift were to indicate sample purchasing factors that influence them to buy gift. The questionnaire closed format questions which respondent can choose more than one choice. The result showed the majority factor which was product that requested by grandparents as 98 of respondent answer “yes” in this choice, following relatively by recommendation from friend, product benefit, liking of grandparents, needs of usage and frequency of usage. This shows in frequency as 91, 88, 71, 65, and 58 respectively.

The result relative with Thai culture against grandparents, due to high response on “on request by grandparent”, grandchildren used to be taught to take response of grandparents with compliance. This may express by always looking for things that grandparents want or response to their requests. The other significant result, respondent choose to listen to their friends. In researcher opinion, the reason is fewer product information of senior product category in the country, such as product review, topic in forum, and technical information.

Market features of buyer consideration in buying gift to grandparent

For market features, respondents tended to be attracted by advertisements that other factor with mean score of 3.9 (from 5 Scale, 5 = most important and 1= less important). While the “Convenience to buy” showed a little different lower mean score, which is 3.6, followed respectively by “Price” and “Price Promotion”, mean scores of 3.3 and 3.9.

Most respondents paid attention to the advertising, but the interest point should focus to price and price promotion which less frequency respond in respondent's consideration in buying gift. Respondents really want to buy gift based on their attitude of the product that price which is different from commodity product choosing criteria. This can also mean that most respondent focus more on quality of product and service than others.

Influencer of buying gift to grandparent decision

From the frequency analysis, most respondents tended to design their own decision due to 42 percent of total respondent answer "Yourself" in this question. While the other show, family influence factor result in 22.1 percent frequency and friend is 35.9 percent. However, it is interesting that Family has less influence to buying decision, since buying thing to grandparent is really a family thing.

Attitude about grandparents

From the questionnaire survey, majority respondents had weighted attitude toward their grandparents as "kind" with mean score 3.8 (from 5 Scale, 5 = most important and 1= less important) which majority 42 percent of respondents had weighted 4 in this question. Following was "Old" with a mean score of 3.7 which majority 44.3 percent weight 4. Then mean score slightly dropped to "Need to be take care" at 3.3 with majority 47 percent weight 3. The rest was "not in good health condition" with mean score 2.9 with majority 33.6 percent weight 4.

Results show good mental health of grandparents which may reflect from living in a good environment, perceived respect from their younger in the family, fewer financial problem etc. On the other hand, attitude against physical health condition seem to be overlook. This shows a good signal since respondent do not look at their grandparents as an obligation.

Effect of attitude against grandparent on spending money for gift to grandparent

In addition, there was two significant variables (90 percent confident interval) by comparing mean (ANOVA) among attitude toward grandparents and spending money for gift to grandparents; "not in good health condition" attitude at significant .06 and F of 2.2, "kind" attitude at significant 0.096 and F of 1.9 (Figure 3).

The result (Figure 3) shows a significant relationship between these two variables, which respondent who think that their grandparents are kind or not in good condition tends to affect middle age people on spending for gift.

Figure 3: ANOVA results for effect of attitude against grandparents on spending money for gift to grandparents.

Attitudes	Less than 5000 Baht	501-1000 Baht	1001-1500 Baht	1501-2000 Baht	2001-2500 Baht	More than 2500 Baht	F	Sig.
	Mean	Mean	Mean	Mean	Mean	Mean		
My grandparent is old	3.67	3.72	3.67	3.83	3.75	3.85	.122	.987
My grandparent is kind	3.53	3.48	3.79	4.17	3.92	4.08	1.919	<u>.096</u>
My grandparent is needed to be take care	3.37	3.08	3.42	3.39	3.92	3.38	1.518	.189
My grandparent is not in good health condition	3.10	2.56	2.91	3.06	3.83	2.85	2.201	<u>.058</u>

Spending for gift to grandparents

The result showed that 69 percent of the respondent was willing to spend lower than 1,500 baht for gift giving to grandparents. While respondent who spending more than 1,500 baht per gift was only 31 percent, which was twice lower different

percentage of total respondent against the first group. However, the peak spending amount range was 1001-1500 baht which was 25 percent of total respondents.

However, spending for gift to grandparents had been related to their household income. As the result of comparing means of these two factors, it showed significant, at 0.3 and F of 3.1, (APPENDIX F). Moreover, people were tend to spend more on gift for grandparents according to the increasing in household income. As the descriptive result showed the same direction in the increasing of household income and means of spending in each group. While means score of spending per gift with 150,000-200,000 Baht (highest) household income was 5, which was twice as much as the group which has income below 50,000 Baht.

Childhood Background living with Grandparent

In assumption, childhood background had been related to gift giving to grandparent behavior and attitude or not, therefore ANOVA analysis between these variables had been done in the research. However, for clear obviously of the result in each group, grouping respondent had been separate into three groups based on their childhood background with grandparents (Never, one to seven years and over eight years).

Effect of childhood experience with grandparents on spending money for gift to grandparent

The result of compare means (ANOVA analysis) among household income and spending for gift show different result from secondary data that respondent who have childhood experience with grandparent would willing to spend more money for gift give. It showed insignificant relationship between groups, at significant .221 and F of 1.5. While the mean score of each group were close to each other; Never 2.5, one to seven years 2.9 and over eight years 3.2. (APPENDIX G)

Effect of childhood experience with grandparents on purchase behavior and attitude

Based on childhood experience with grandparents, comparing means purchasing behavior and attitudes in order to find the relationship among these variables. Attitude and behavior question had been ask in form of scale (5 scales, 5 = Strongly Agree 1 = Strongly Agree). The result from compare means analysis

(ANOVA) showed five out of five that had significant relationship with childhood experience. The first two highest significant levels were “It is important to payback kindness from others” with F score 4.9, significant at 0.009 and “Gift giving is an important part of Thai culture” with F score 4.8, significant at 0.01. While the other significant result were “I care about how others perceived me” (F Score 4.6, Significant at 0.012), “My family is very important to me” (F Score 4.0, Significant at 0.022) and “I try to select gifts that make my grandparents feel special when they receive them.” (F Score 3.2, Significant at 0.045). The other variables were not significant due to high significant score such as 0.285 in “I always try to spend a lot of time selecting gifts for my grandparents.”

Figure 4 : ANOVA results for childhood experience with grandparents on purchase behavior and attitude. (APPENDIX H)

Beliefs	Never Mean	1-7 years Mean	Over 8 years Mean	F	Sig.
Gift giving is an important part of Thai culture.	2.58	2.59	3.26	4.8	<u>0.01</u>
I always try to spend a lot of time selecting gifts for my grandparents.	2.73	2.78	3.09	1.3	0.285
I try to select gifts that make my grandparents feel special when they receive them.	3.16	3.60	3.88	3.2	<u>0.045</u>
I look for well-known brands when choosing gifts for my grandparents.	3.05	3.34	3.64	2.5	0.089
I prefer to buy Thai brands for my gifts for my grandparents.	3.05	3.35	3.65	1.4	0.259

Beliefs	Never Mean	1-7 years Mean	Over 8 years Mean	F	Sig.
I believe that one should treat others as one wishes to be treated.	3.21	3.61	3.79	2	0.134
Gift giving to elderly grandparents shows respect and love	2.84	3.18	3.35	1.4	0.237
My family is very important to me.	3.05	3.59	3.79	3.9	<u>0.022</u>
I care about how others perceived me.	3.05	3.13	3.41	4.6	<u>0.012</u>
It is important to payback kindness from others.	3.31	4.01	3.97	4.9	<u>0.009</u>

Overlook to brand or identity of product and service, respondent who has childhood experience mainly effect on attitude of giving and the purpose of giving. The result shows on significant in question number one and three (Figure 4) while others attitude against price and brand is not affected. While in attitude of their life is effected in terms of important of family, others preciseness, and payback kindness to others. Family tend to be a very important thing for them, this may cause by individual experience which had perceived an important of cohabitation in family since they were young.

On the other hand, according to Thai-Buddhist traditional culture that people should be helpful to each other, especially one who has been kind to us. By having childhood experience with grandparents, respondent tend to absorb this culture from them. The effect also occurred to caring about how others perceived them, this may motive from willing to be acceptable from others as same as they were acceptable in their family. On the other hand, the effects are not related to attitude of gift giving as

to show respect and love. This may occur by inner cognitive of respondent who have childhood background with their grandparents and feel responsible or likely as a duty to serve things to their grandparents in their ordinary days.

Effect of household income on childhood experience with grandparent

In addition, by comparing mean among household income (five scales) and childhood experience with grandparents. The ANOVA result showed significant .001 with F of 7.510 (APPENDIX I). Moreover, the peak was at “over 8 years” with mean score of 2.24. While “1-7 years” mean score was 1.88 and “Never” was 1.7.

The result of ANOVA in effect of household income on children experience shows Higher income family tend to have longer background with their grandparents. This may cause by higher income family that use to have grandparents in their house since the family can earn more income to support financial of grandparents. In the other reason grandparents themselves may already earn wealthiest their children family including grandchildren are living with them. Therefore grandchildren used to have longer experience than other group.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions and Recommendations

The summary of attitudes and to assess factors that affected middle age people towards their gift giving behaviors to their grandparents which finding in this research base on qualitative and quantitative had been a useful information for entrepreneur, marketer and student who were interested in this topic. Analytic conclusions and recommendations are separately described below;

Purchase intention

For gift giving to grandparents, consumer tended to choose products based on brand reputation and its benefit, which showed in high respond on three criteria of choosing gift (On request, Recommendation by others, Product benefit). This was supported by price concern weight mean of 3.3 (from 5 scale), while consumer paid more attention to advertisement and the convenience of purchasing. Furthermore, middle age people tended to make decision by themselves rather than to listen to others but grandparent gift issue was likely more family issue therefore they were tend to be influenced by family more than friends.

Researcher recommend firms to look for quality product as consumer in this segment buying goods as a gift, both as symbolic or represent social status, which needed of quality in order to assure the return value of gift giving such as satisfy of receiver, acceptable from others. In addition, Thai culture paid high respect to elder which effect by carefully choose a product as a gift as giving value of respect to their grandparent. Brand reputation is also good to create confident of consumer purchasing, it definitely allowed consumer to assure that value of gift was in the brand to ensure satisfaction of receiver other than guessing what would they like.

Attitude about grandparents and gift giving

Gift giving is an important part of Thai culture, Thai middle age people absorb value of take care of grandparents from their family which had shown in a positive result (“Kind”, “Old” and “Need to be taken care”). These people feel responsible for their grandparents while only a few have negative attitudes against their grandparents. The finding in data analysis shows the positive relationship between good attitude and level spending for gift to grandparents. Once this group of people has a good attitude towards their grandparents, they are willing to pay more. In addition, combining of good attitude towards grandparents in Thai culture and low price concern on product selection, this group of people is not price sensitive of buying gift for their grandparents.

Effect of childhood background

Most of Thai middle age group had childhood background with their grandparents. These people tend to have positive attitude toward their grandparents. They tended to have more family orientation, which paid high attention on merit of life as shown in the data (Figure 4) that it had relationship in caring of other, paying back of kindness and make grandparents feel special. On the other hand, the analysis did not show that people willing to spend more if they had a longer childhood background with their grandparents.

Spending for gift giving to grandparents

People buy things that they can effort as a gift to grandparents as the research show spending had been more likely to affect only by household income. It is also interesting that household income also effect childhood experience with their grandparents. The conclusion of these relationship can be concluded into two scenarios. First, middle age person who was born in high income family had more experience with grandparents, which may lead them to have good attitude towards grandparents. Therefore they are willing to spend more on gifts to grandparents. Second, spending reason is affected by high income.

5.2 Research Limitations

Lack of statistic information and research in the area of gift giving to grandparent in Thailand. The topic was new to Thai society and little secondary data had been done in Thailand. For the independent study, researcher had to source number of secondary data to match each point.

Difficulty of obtained data from grandparents, due to the lack of research objective understanding therefore grandparents were tend to not answer the direct answer such as participants were not willing to give negative feedback about gifts they had received. In order to obtain information from the expertise, the skill of interview must also be include in the interview session.

5.3 Suggestions for Future Research

There were only few research on gift giving in Thailand, while the market is in growing period and new to significant segment in this nationwide. This research can be a good secondary data for future research base on grandparents which provides the background information. However, the depth marketing tools research such as brand perception, effective advertising tools, product design are also interested to be done. This can help entrepreneur to have efficient use of marketing tools.

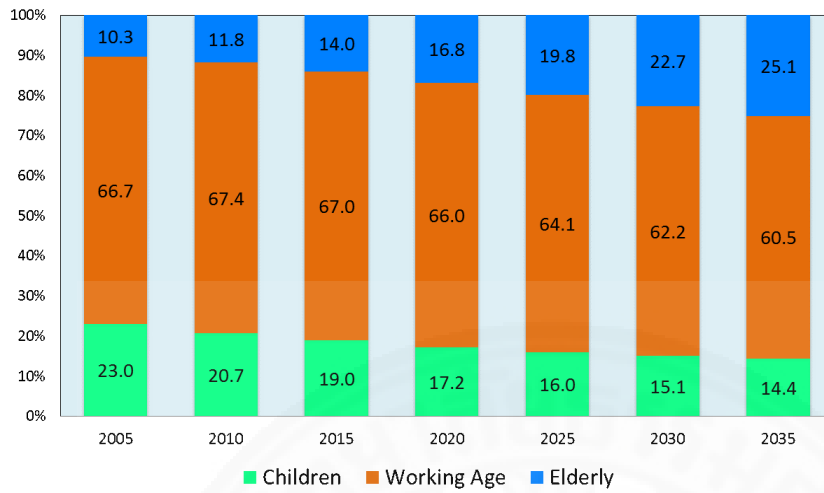
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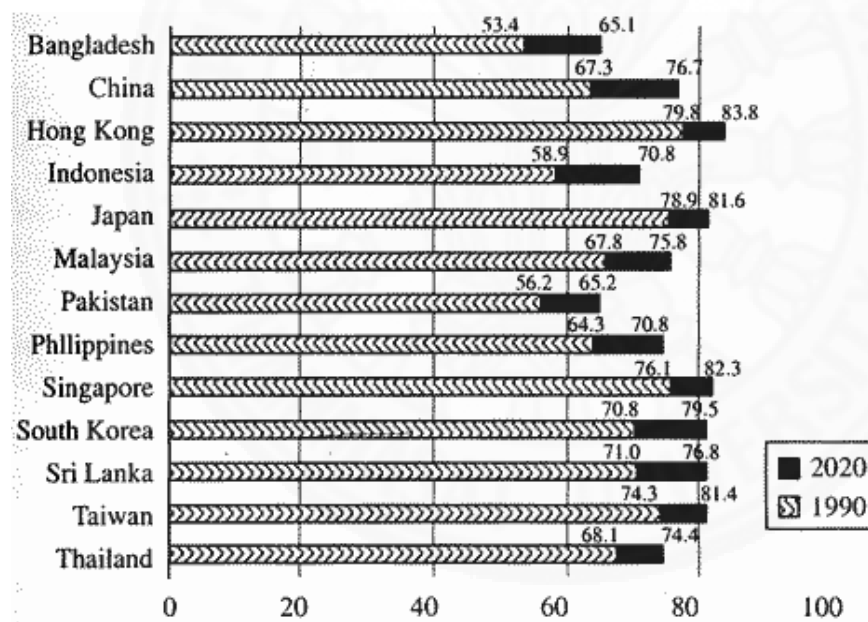


APPENDICES

APPENDIX A: Thailand population separate by aging and trend.



Appendix B: Asia population life time



Figures are the life expectancy of people born in these years.

Source U.S. Bureau of Census/International Data Base

Appendix C: Example of Questions (In-Depth Interview)

The question for in-depth interview consist of the following,

1. What is your occupation?
2. What do you first thing coming up when think about you grandparent?
3. What is your motivation of gift giving to grandparent?
4. When and how often do you normally give gift to your grandparent?
5. How you feel like to give gift to your grandparent?
6. How do you choose product as a gift?



APPENDIX D: Questionnaire

Questionnaire

Intergeneration gift giving in Thailand

This questionnaire is conducted as a part of a course work in independent study for Master's Degree Program in Marketing, Thammasart University, academic year 2015. We deeply appreciate your kind contribution. It will be a generous support for us to accomplish the objective in our study. Your response will be confidential and only be used for survey purposes. For any concerns, please feel free to contact 087-7827822 or chanon.cc@gmail.com.

Please answer the following questions according to your profile (draw circle)

1. What is your gender?
 1. Male
 2. Female

2. What is your age range?
 1. Lower than 25 years (End the questionnaire)
 2. 25-29 years
 3. 30-35 years
 4. 36-40 years
 5. 41-45 years (End the questionnaire)
 6. Above 45 years (End the questionnaire)

3. How often do you give gift to your grandparent?
 1. more than 1 time per month
 2. more than 1 time per 3 months
 3. never give in a past year (End the questionnaire)

4. When do you buy Gift to Grandparent? (Can choose more than 1 alternative)
 1. Occasion
 2. Per visited
 3. On request by Grandparent
 4. Others (Please specify) _____

5. What are your criteria of choosing gift for grandparent? (Can choose more than 1 alternative)
 1. Product benefit
 2. Frequency of usage

3. Needed of usage
4. Liking of grandparent
5. Recommendation by others
6. On request by Grandparent
7. Others (Please specify) _____

6. How much money would you spend for gift to grandparent?

1. Less than 500
2. 501 - 1000
3. 1001 - 1500
4. 1501 - 2000
5. 2001 - 2500
6. More than 2500

7. How important are these features for your consideration in buying Gift to your grandparent?

	Totally Disagree				Totally Agree
7.1 Convenience to buy	1	2	3	4	5
7.2 Price	1	2	3	4	5
7.3 Price Promotion	1	2	3	4	5
7.4 Advertisement	1	2	3	4	5

8. Please answer these questions according to your attitude.

	Strongly Disagree				Strongly Agree
8.1 My grandparent is old	1	2	3	4	5
8.2 My grandparent is kind	1	2	3	4	5
8.3 My grandparent needs to be take care	1	2	3	4	5
8.4 My grandparent is not in good health condition	1	2	3	4	5

9. Please answer these questions according to your attitude.

	Strongly Disagree			Strongly Agree	
9.1 Gift giving is an important part of Thai culture.	1	2	3	4	5
9.2 I always try to spend a lot of time selecting gifts for my grandparents.	1	2	3	4	5
9.3 I try to select gifts that make my grandparents feel special when they receive them.	1	2	3	4	5
9.4 I look for well-known brands when choosing gifts for my grandparents.	1	2	3	4	5
9.5 I prefer to buy Thai brands for my gifts for my grandparents.	1	2	3	4	5
9.6 I believe that one should treat others as one wishes to be treated.	1	2	3	4	5
9.7 Gift giving to elderly grandparents shows respect and love	1	2	3	4	5
9.8 My family is very important to me.	1	2	3	4	5
9.9 I care about how others perceived me.	1	2	3	4	5
9.10 It is important to payback kindness from others.	1	2	3	4	5

10. Do you have childhood background living with Grandparent?

1. 1-3 years
2. 4-6 years
3. 5-7 years
4. 8-11 years
5. More than 11 years
6. Never

11. How old are your grandparent?

1. 60-65 years
2. 66-70 years
3. 71-75 years
4. 77-80 years
5. Above 80 years

12. What is your education level?

1. Less than high school
2. High school or equivalent
3. Bachelor's degree or equivalent
4. Master's degree or equivalent
5. Doctoral degree or equivalent

13. What is your marital status?

1. Single
2. Married
3. Married but Separate
4. Divorced
5. Widowed

14. Do you currently stay with grandparent?

1. Yes
2. No

15. What is your household income level per month?

1. Below 50,000 Baht
2. 50,001 - 100,000 Baht
3. 100,001 - 150,000 Baht
4. 150,001 - 200,000 Baht
5. Above 200,000 Baht

16. Who influences you to buy gift to grandparent the most? (Please choose only 1 answer)

1. Family
2. Friend
3. Yourself
4. Other (Please specify) _____

---(End the questionnaire)---



APPENDIX E: Sample profile data analysis**1.What is your gender?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	51	38.9	38.9	38.9
	Female	80	61.1	61.1	100.0
	Total	131	100.0	100.0	

2.What is your age range?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	25-29 years	51	38.9	38.9	38.9
	30-35 years	49	37.4	37.4	76.3
	36-40 years	31	23.7	23.7	100.0
	Total	131	100.0	100.0	

3.How often do you give gift to your grandparent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	more than 1 time per month	75	57.3	57.3	57.3
	more than 1 time per 3 months	56	42.7	42.7	100.0
	Total	131	100.0	100.0	

10 Do you have childhood background living with Grandparent?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-3 YEARS	18	13.7	13.7	13.7
	4-6 years	31	23.7	23.7	37.4
	5-7 years	29	22.1	22.1	59.5
	8-11 years	15	11.5	11.5	71.0
	More than 11 years	19	14.5	14.5	85.5
	Never	19	14.5	14.5	100.0
	Total	131	100.0	100.0	

15 What is your household income level per month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 50,000 Baht	20	15.3	15.3	15.3
	50,001 - 100,000 Baht	99	75.6	75.6	90.8
	100,001 - 150,000 Baht	10	7.6	7.6	98.5
	150,001 - 200,000 Baht	2	1.5	1.5	100.0
	Total	131	100.0	100.0	

APPENDIX F: ANOVA table, effect of household income on spending money for gift to grandparent

Oneway

Descriptives

6.1 How much money would you spend for gift to grandparent?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Below 50,000 Baht	20	2.3000	1.21828	.27242	1.7298	2.8702	1.00	5.00
50,001 - 100,000 Baht	99	2.9899	1.63816	.16464	2.6632	3.3166	1.00	6.00
100,001 - 150,000 Baht	10	3.7000	1.15950	.36667	2.8705	4.5295	3.00	6.00
150,001 - 200,000 Baht	2	5.0000	1.41421	1.00000	-7.7062	17.7062	4.00	6.00
Total	131	2.9695	1.58812	.13876	2.6950	3.2440	1.00	6.00

ANOVA

6.1 How much money would you spend for gift to grandparent?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.588	3	7.529	3.132	.028
Within Groups	305.290	127	2.404		
Total	327.878	130			

APPENDIX G: ANOVA table, effect of childhood experience with grandparent on spending money for gift to grandparent

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
8.1 My grandparent is old	Between Groups	.625	5	.125	.122	.987
	Within Groups	127.482	125	1.020		
	Total	128.107	130			
8.2 My grandparent is kind	Between Groups	8.103	5	1.621	1.919	.096
	Within Groups	105.562	125	.844		
	Total	113.664	130			
8.3 My grandparent needs to be take care	Between Groups	5.777	5	1.155	1.518	.189
	Within Groups	95.139	125	.761		
	Total	100.916	130			
8.4 My grandparent is not in good health condition	Between Groups	14.079	5	2.816	2.201	.058
	Within Groups	159.891	125	1.279		
	Total	173.969	130			

Oneway

Descriptives

6.1 How much money would you spend for gift to grandparent?

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Never	19	2.4737	1.38918	.31870	1.8041	3.1432	1.00	6.00
1-7years	78	2.9615	1.56622	.17734	2.6084	3.3147	1.00	6.00
over 8 years	34	3.2647	1.71108	.29345	2.6677	3.8617	1.00	6.00
Total	131	2.9695	1.58812	.13876	2.6950	3.2440	1.00	6.00

ANOVA

6.1 How much money would you spend for gift to grandparent?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.639	2	3.819	1.527	.221
Within Groups	320.239	128	2.502		
Total	327.878	130			

APPENDIX H: ANOVA table, effect of childhood experience with grandparent on purchase behavior and attitude

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
9.1 Gift giving is an important part of Thai culture.	Between Groups	11.543	2	5.772	4.793	.010
	Within Groups	154.121	128	1.204		
	Total	165.664	130			
9.2 I always try to spend a lot of time selecting gifts for my grandparents.	Between Groups	2.530	2	1.265	1.268	.285
	Within Groups	127.714	128	.998		
	Total	130.244	130			
9.3 I try to select gifts that make my grandparents feel special when they receive them.	Between Groups	6.410	2	3.205	3.187	.045
	Within Groups	128.735	128	1.006		
	Total	135.145	130			
9.4 I look for well-known brands when choosing gifts for my grandparents.	Between Groups	4.550	2	2.275	2.460	.089
	Within Groups					

	Within Groups Total	118.366 122.916	128 130	.925		
9.5 I prefer to buy Thai brands for my gifts for my grandparents.	Between Groups Within Groups Total	3.429 160.647 164.076	2 128 130	1.715 1.255	1.366	.259
9.6 I believe that one should treat others as one wishes to be treated.	Between Groups Within Groups Total	4.181 131.178 135.359	2 128 130	2.090 1.025	2.040	.134
9.7 Gift giving to elderly grandparents shows respect and love	Between Groups Within Groups Total	3.184 139.778 142.962	2 128 130	1.592 1.092	1.458	.237
9.8 My family is very important to me.	Between Groups Within Groups Total	6.820 111.378 118.198	2 128 130	3.410 .870	3.919	.022
9.9 I care about how others perceived me.	Between Groups Within Groups Total	9.592 133.690 143.282	2 128 130	4.796 1.044	4.592	.012
9.10 It is important to payback kindness from others.	Between Groups Within Groups Total	7.647 100.063 107.710	2 128 130	3.823 .782	4.891	.009

APPENDIX I: ANOVA table, effect of household income on childhood experience with grandparent

Oneway

ANOVA

15 What is your household income level per month?

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.962	2	1.981	7.510	.001
Within Groups	33.763	128	.264		
Total	37.725	130			



BIOGRAPHY

Name	Mr. Chanon Chaiputhi
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Work Experiences	Director Max Agrochemical Co. Ltd.

