



**MEASUREMENT OF AWARENESS AND ATTITUDES
TOWARDS FOSTER HOMES AND
GIFT GIVING METHODS**

BY

MR. ALEXANDER ANON COUSINS

**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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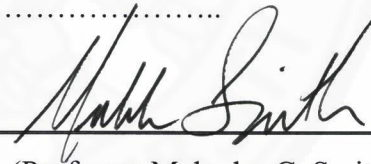
ENTITLED

MEASUREMENT OF AWARENESS AND ATTITUDES TOWARDS
FOSTER HOMES AND GIFT GIVING METHODS

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

on..... 8 MAY 2017

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Independent Study Title	MEASUREMENT OF AWARENESS AND ATTITUDES TOWARDS FOSTER HOMES AND GIFT GIVING METHODS
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Degree	Master of Science Program in Marketing International Program
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Professor Kenneth E. Miller, Ph.D.
Academic Year	2016

ABSTRACT

Orphans are children who need love and support as other children do. The vast majority of orphans in Thailand are accommodated in institutional-based orphanages, which are more well known. However, many research studies have shown that institutional-based are not the best solutions for orphans. On the contrary, foster homes, a place where children have a foster dad and a foster mom who raise them with love and care are more beneficial for orphans. Despite these, foster homes are not fully supported by the government and not many people are aware of them. Therefore, foster homes need more support from general public and people should be made more aware of foster homes.

Fifteen participants gave interviews relating to attitudes towards orphanages and gift giving methods. The results of the interview were analyzed and formed a questionnaire. The questionnaire was distributed to 153 respondents via internet and paper.

The hierarchy of effect model was utilized to measure percentage of people in different stages: awareness, knowledge, liking, preference, conviction and donation. Attitudes towards orphanages were calculated by employing the multiattribute model. The belief and importance of each attitude factor were measured to find attitude scores and ways to improve attitudes. Frequency analysis was performed to show preferred gift giving methods.

From the research findings, based on hierarchy of effects model, more than half of the respondents were unaware of foster homes, and around half of the respondents who knew about foster homes preferred supporting other charities over foster homes. Only 30% of respondents who were in conviction stage, the stage before donation, actually supported foster homes. In terms of attitudes, respondents significantly had better attitudes towards foster home than institutional-based orphanages. In comparison among attitude factors, fund management had the lowest attitude score. With regard to gift giving methods, the top three gift giving methods preferred by respondents were direct money donation, donate things directly, and make a donation online.

Suggestions for foster homes can be separated into two areas: communication and donation channel improvement. As for communication, first foster homes should show their existence and make it clear to the public how they differ from institution-based orphanages. Second, they should communicate how they manage their funds effectively and transparently. Concerning donation channels, foster homes can gain more support by increasing more channels for direct donation, create website for online donation, and make hand-made products for selling.

Keywords: Orphanage, Foster home, Attitudes, Gift giving, Donation, Hierarchy of effect model

ACKNOWLEDGEMENTS

The first person I would like to thank is my advisor Prof. Dr. Kenneth E. Miller, who always gives me great guidance and great recommendations. He really makes me be able to go through this study.

Moreover, I would like to thank all respondents both the interviewees who spent their time giving valuable information in the in-depth interview and respondents who thoroughly and thoughtfully answered the questionnaire.

Lastly MIM office and MIM friends who really make me get to know more about marketing and make me be able to finish this study with a marketing mind set.

MR. ALEXANDER ANON COUSINS

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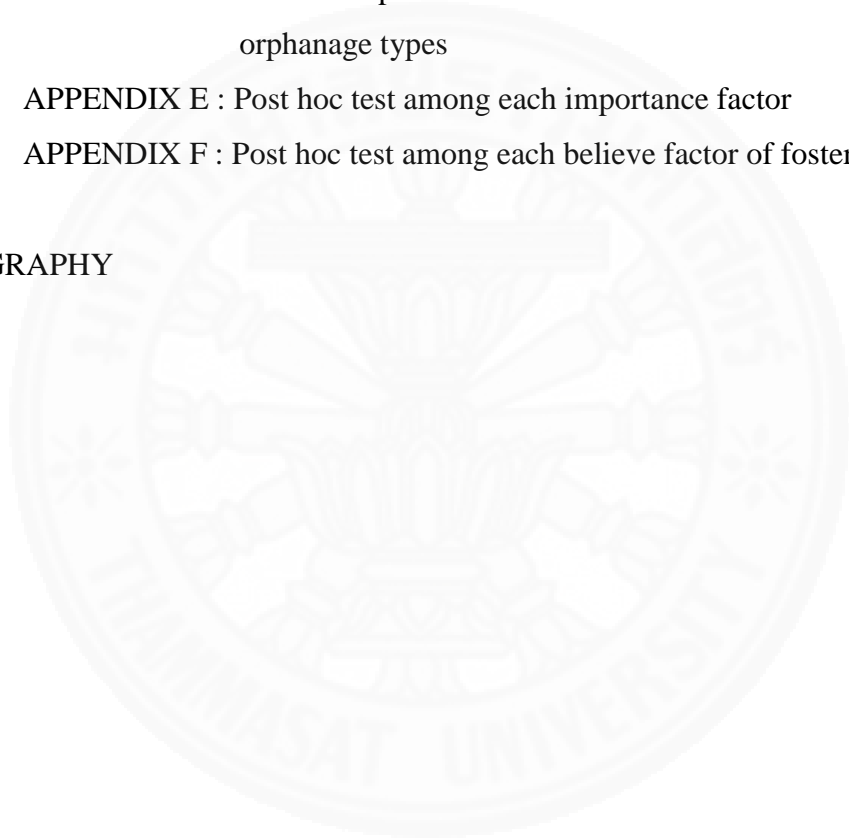
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CHAPTER 1

INTRODUCTION

1.1 Introduction to the study

Orphans are children who lost their parents or have been abandoned by their parents permanently. Most orphans would stay with their kinship carers, but some without relatives would have to stay in the orphanages. Becoming orphans could have direct impact on their lives. Children who lack support from their family often suffer from a long term negative psychological impact. From the data posted on the National Statistical office of Thailand's website, there are around 3.5 million children age ranging between 0-17 years old that are not living with their biological parents. Within those 3.5 million children, around one hundred and eighty thousand are orphans who has lost either father, mother or both.

Orphanages are places established for taking care of orphans. There are two types of orphanages: institutional-based orphanage and family-based orphanage or foster home. Institutional-based orphanage is a place where children stay together as a huge group with care takers, while foster home is a place like a big family where a foster dad or mom volunteers to take care of children.

All institutional-based orphanages are fully supported by the government. However, these institutions only satisfy the children's physiological needs because they provide only food and shelter. They do not have adults who have close contact, give love and belongingness, and psychological support like dad and mom at home. Foster home, on the other hand, has someone who act as dad and mom and raise children like a big family. Many studies have found that these foster homes can provide better support for children in terms of both physiological needs and psychological needs, compared to institutional-based orphanages. (Thomas, Reva, Alex, and Irving ,1993). The foster homes are not fully supported by the government, main supports are from the general public through a coordinated body but not many

people are aware of foster homes, as compared to institutional-based orphanages. Therefore, foster homes do need more support from the general public. However, that support is sadly lacking.

The purpose of this research study is to find out the awareness level and attitudes of people towards orphanages and their preferred gift giving methods in order to develop strategies to support fund raising activities by foster homes. The result of this study will increase support from the general public. Thus, more orphans who have less opportunities will be able to grow up in an environment similar to a big family which has a “dad” and a “mom”. Therefore, the children’s needs (physiological needs, security needs, love and belonging needs) will be satisfied. As a result, they will grow up with high self-esteem, and be able to fulfill their potential, thereby becoming happy citizens in the society having a better quality of life.

1.2 Research Objectives

This study is a contemporary topic in applied marketing in society subject area with three main objectives:

1. To measure the awareness level of foster homes and institutional-based orphanages.
2. To measure attitudes towards foster homes and institutional-based orphanages.
3. To determine appropriate gift giving methods in order to develop strategies to support fund raising by foster homes.

CHAPTER 2

REVIEW OF LITERATURE

Sixty years of global research shows that institutional-based orphanages are creating a negative impact on both physiological and psychological development of children. Staying in institutional-based orphanages could be the cause of other clinical disorders, growth and speech problem, and could even create problems for children entering into society. Turnover of volunteers who take care of the children are also a problem. During the time volunteers take care of the children they provide love and care, which result in strong bonding with the children. When they leave, these bonds will be broken and the children will be alone again. (Unicef. 2011, p. 8-9)

Directors and other key persons of the institutional-based orphanages confirmed that the institutions cause negative impacts to children as described above. Also, children who are placed in the institutional-based orphanages complain that they are suffering psychologically and lack of basic needs and freedom. (Unicef. 2011, p. 8-9)

Toddlers who have been moved from institutional-based orphanages to foster homes actually had significantly higher IQ scores comparing to children who were left behind. The most important fact is that children who had been moved before the age of 2 had the biggest improvement. “The longer they stay in the institution, the worse their IQ” said Dr. Charles Nelson III of Harvard Medical School. (Michael, 2007)

Mahidol University had done a survey and found that the number of orphans in Thailand was as high as 1,094,000. Around 6.5 percent of children are 0-14 years of age. Currently, there are more than 100 institutional-based orphanages in Thailand, but there are very few foster homes. (TCIJ, 2005)

Despite the fact that foster homes really need support, they rarely gain it from the community. There are many reasons for this. Some people think that their donation will be too small to even make a difference, without noticing that their small donation could already help several children. Many people think that the problems of orphanages cannot be solved without recognizing that if we could support the children, the result will be a sustainable development. Some think that donations do not help people that need it the most and many people think that it is the responsibility of the government to fully support orphanages. (Peter,2016)

A good example of foster home in Thailand is SOS children's village Thailand, an organization of foster homes with around 700 children. These foster homes have many houses together as a village with more than 10 foster homes and foster mom in every home. There are five SOS children's' villages in five areas around Thailand. These foster homes currently receive support from private sectors via money donation and selling souvenirs.

Currently there are many ways that people support orphans such as make one time donation through credit card, make a memorial card, donate monthly, make a gift donation, shop the gift catalog, sponsor a child, give stock, corporate matching gift, work place giving. (Save the children,2016)

American red cross also suggests other ways to make a donation such as start an online fundraiser, fundraise through an auction, request to use the red cross brand, combined federal campaign, workplace giving and matching gifts, donate through businesses and retailers, donate a vehicle, donate stocks and mutual funds, donate airline miles, and donate rewards points. (American Red Cross)

For foster homes. Amy (2014) suggested 22 ways to raise funds. The examples of fund raising methods are garage sales, selling handmade or homemade items, food-related fundraising event, benefit concert with dinner, make and sell T-shirt, online auction, painting party, creating a website for online donations, and hold a sporting event etc.

Multiattribute Model (Attitudes)

This study was concerned about attitudes towards orphanages, therefore the study was based on “Multiattribute Model” as described below.

$$A_b = \sum_{i=1}^n W_i X_{ib}$$

The first component for measuring attitudes is beliefs (X_{ib}). Each belief also has level of importance (W_i). With the weight of importance multiplied by the degree of belief, the result will be the attitude level of the respondents. (Lars, 2010) Four approaches can be used to improve attitudes:

1. Change the belief factor
2. Change importance factor
3. Add belief factor
4. Change ideal

Hierarchy of effects model

This study investigated the awareness and attitudes towards orphanages, therefore the hierarchy of effect model was employed as described below.

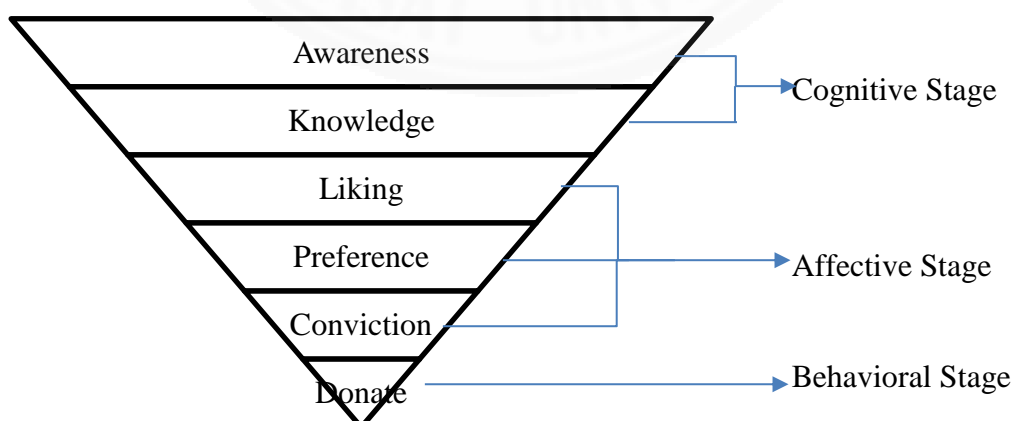
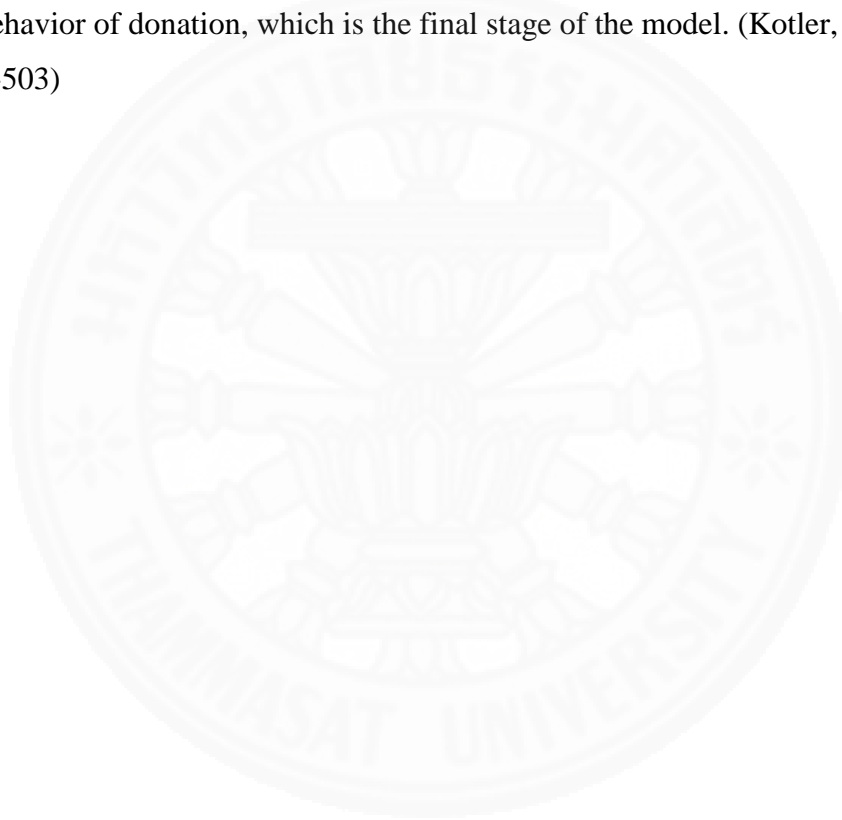


Figure 2.1: Hierarchy of effect model

The questionnaire of this study was constructed based on the hierarchy of effect model. For each stage, if the respondents' answer "no", then they will leave from the next hierarchy of effect question. In the process of completing questionnaire, first, the respondents are asked if they are aware of orphanages. Second, they are asked how much they know about orphanages. Third, they are asked about their feeling towards orphanage. Fourth, since there are many types of organizations that need support, the respondents are asked if foster homes are their preference. Fifth, if the respondents prefer donating to foster homes, do they develop conviction? Sixth, the behavior of donation, which is the final stage of the model. (Kotler, Keller, 2012, p502-503)



CHAPTER 3

RESEARCH METHODOLOGY

The main source of data in this research came from primary data collected via online and paper questionnaire. In order to create survey questions, exploratory research was conducted with two main methods: secondary data research to build up foundation for a questionnaire, and in-depth interview was done to further build up and validate the framework from the secondary research.

3.1 Exploratory Research

To find out the important factors that have impacts on people's attitudes towards orphanages and methods of gift giving. Two research methods were employed: secondary research and in-depth interview.

Secondary Research was employed to understand more about orphans and orphanages, and to collect research result from previous research studies. The data was gathered from online news, previous research papers, or other credible sources.

In-depth Interview was employed via face to face interview. The data from in-depth interview was mainly about awareness, attitude factors towards orphanages and gift giving methods.

3.2 Descriptive Research

After the data collected from exploratory research was complete, a questionnaire was constructed. By using the questionnaire, descriptive statistics was employed to analyze the data and find out about awareness and attitudes towards orphanages and gift giving methods. The result of the study was also led to suggest methods to support fundraising for foster home.

3.3 Sampling Plan

For in-depth interview, fifteen respondents were selected using convenient sampling method through researcher's personal connection. This group of respondents

was both orphanage supporters and non-supporters. To gain more and various information, each respondent differed in terms of personal background, knowledge, and attitudes towards orphanages. For the questionnaire, 153 respondents filled out the form via the internet and paper questionnaire. The respondents had to be above 18 years of age and lived in Thailand. The respondents could be either male or female, orphanages supporter or non-supporter.

3.4 Data Collection

In-depth interview: Fifteen respondents had participated in the in-depth interview. Each respondent was asked in-depth questions relating to awareness and knowledge of orphanages. They were also asked about their attitudes towards orphanages. Furthermore, their opinions about gift giving and effective gift giving methods were discussed. (See Appendix A for guideline of the interview)

Questionnaire: The questionnaire was distributed via the internet, through many channels to gain wide age range and random demographic background. The questionnaire was also distributed via paper handling. The questionnaire was divided into 4 main parts as follows:

- Part 1: Hierarchy of effect questions
- Part 2: Attitudes measurement questions
- Part 3: Gift giving methods question
- Part 4: Demographic questions

3.5 Key research variables

Based on the information gained from secondary research and in-depth interview, there were many variables that drove respondents to donate. These variables are shown below.

- Awareness, knowledge, liking, preference, conviction level towards foster home

- Reasons for supporting charities
- Supporter Characteristics: Age, Gender, Education level, household income, occupation, number of family members
- Importance factors orphanage should perform
- Believe factors orphanage could perform
- Preferred supporting methods

3.6 Data Analysis

Data analysis of the in-depth interview: Factors that create high / low attitude scores towards orphanages from the keywords in the interviews were extracted and used to construct a questionnaire. The effective and preferred methods of gift giving were also collected and used in the questionnaire.

Data analysis of the survey: Based on hierarchy of effect model, frequency analysis was performed to measure level of communication effect of foster home. Reasons for supporting and not supporting foster homes were analyzed with frequency analysis for three groups of respondents: current supporter, respondents who intend to donate but not yet donate, and respondents who preferred to donate to other charities.

Frequency analysis was also utilized to determine the most preferred gift giving methods for three groups of respondents: current supporters, almost supporter (respondents who intended to donate but not yet donate) and non-supporter.

As for attitude scores, believe scores and importance scores of both types of orphanages were tested by using ANOVA with post hoc, to see if there were any significant difference among attitude factors. Sample t-test was applied to test the difference between each attitude factor of foster home and institutional based orphanage.

CHAPTER 4

RESULT AND DISCUSSION

4.1 Data analysis

To collect all data needed, the research started by performing a secondary research to find out more about other studies that have been done in the past. Then in-depth interview was employed to validate and generate key factors and questions to be used in the survey. The questionnaire was distributed through online channels and paper form. Total respondents were one hundred and fifty-three, sixty-three came from online channels and ninety answered paper questionnaire. The data used for analysis in SPSS was cleaned and coded before being analyzed. The main function used were univariate, One-way ANOVA, frequency analysis and mean statistic tools.

4.2 Result from exploratory research

4.2.1 Secondary research result

There are two types of orphanage in Thailand, institution orphanage and foster home. Most of the orphanages in Thailand are institutional based orphanages, thus, foster home are not well known. From many studies, it has been shown that foster home could give better care to orphans and this fact makes people have better attitudes towards foster home comparing to institutional based orphanages. From literature reviews, foster home in other countries have many type of fundraising activities in order to gain support from the society such as creating an event, selling goods through retailers, sell T-shirt, doing raffle and many other things.

4.2.2 In-depth interview result

After collecting data from secondary research, in-depth interview questions were created based on the secondary research to further gain more insight and to create a questionnaire for quantitative part. In-depth interview was performed with fifteen respondents. Findings are as below:

Result from the in-depth interview showed that not everyone knew about foster home, and only very few people were supporting foster home. Many respondents also preferred to support other charities rather than foster home. There were many reasons why they did not support foster home such as they thought that they do not have enough money to support anyone else, they did not have time to go to make a donation. They also mentioned that the donation they made would be used for something else rather than really helping children. Some respondents thought that it was the governments job to take care of the orphans. The reasons for interviewees who supported foster home were: they felt sorry for the children, they felt good when donating money, and there was not enough support from the government. One respondent mentioned that she loved to help children and foster home was one of the charities that she could be sure that money would be spent directly on the children.

Based on the interview result, attitude factors could be classified into seven factors: love and care, physical and mental development, children behavior, environment, activities, future plan for children, and fund management.

From secondary research, there were many gift giving methods. However, in-depth interviews showed that a few of those gifts giving methods suggested in the literature were not appropriate for Thai people. It was found that most of the respondents preferred direct donation over online donation because they felt that their money really went to specific charities.

In summary, there were still very few respondents supporting foster home, due to lack of awareness and preference to support other charities over foster home. There were only seven attitude factors that respondents considered to be important for orphanages, and not all gift giving methods used in other countries would be appropriate to use in Thailand.

4.3 Result from descriptive research: survey

The data collected by survey method was analyzed by using Statistic Package for Social Sciences (SPSS) as follows.

4.3.1 Respondents profile

Table 4.1: Summary of Respondents' Demographic

Respondents' Demographic (n = 153)		Count	Column N %
Age	23-35	117	76.5%
	36-50	26	17.0%
	51-65	5	3.3%
	Over 65	5	3.3%
Gender	Female	90	58.8%
	Male	63	41%
Education	Graduate	90	58.8%
	High school and below	4	2.6%
	Post graduate and above	1	0.7%
	Under graduate	56	36.6%
	Vocational / High Vocational Certificate	2	1.3%
Occupation	Business owner	29	19.0%
	Freelance	3	2.0%
	Office worker	86	56.2%
	Retired	10	6.5%
	State employees	10	6.6%
	Student	12	7.8%
	Unemployed	3	2.0%
Marital Status	Married	28	18.3%
	Single	125	81.7%
House hold income	15,000-30,000 Baht	20	13.1%
	30,001-60,000 Baht	43	28.1%
	60,000-100,000 Baht	20	13.1%
	Above 100,000 Baht	69	45.1%
	Below 15000 Baht	1	0.7%
Area of living	Bangkok	141	92.2%
	Other	3	2.0%
	Perimeter	9	5.9%
House hold family member	1	10	6.5%
	2-3	43	28.1%
	4-5	67	43.8%
	Over 5	33	21.6%
Children under 18 in house hold	0	123	80.4%
	1	20	13.1%
	2	9	5.9%
	Over 3	1	0.7%
Charity supporter?	No	73	47.7%
	Yes	80	52.3%

From table 4.1, most of the respondents in this study were people in the age range of 23-35 years old, ninety six percent of the respondents had at least bachelor

degree. This group of respondents represented the segment of people in the society who had high potential to support charity.

4.3.2 Reasons for making / not making a donation

Table 4.2: Frequency analysis of reasons for donating

Reasons for donating (n = 80)		Count	Column N %
Q3.1 I feel good when I donate money.	-	29	36.3%
	Yes	51	63.8%
Q3.2 I like to donate money on my special days i.e. birthday.	-	64	80.0%
	Yes	16	20.0%
Q3.3 I feel ashamed when someone ask for charity support but I refuse to help.	-	77	96.3%
	Yes	3	3.8%
Q3.4 There are not enough support from the government.	-	64	80.0%
	Yes	16	20.0%
Q3.5 If many people donate, small amount of money will be a lot as a whole.	-	38	47.5%
	Yes	42	52.5%

From 153 respondents, there were 52.3% of the respondents who donated to charities within the last 12 month. The reasons for supporting those charities are shown in Table 4.2. From Table 4.2, the highest percentage of respondents answered that they felt good when they made a donation. The second reason was if many people donate, small amount of money will be a lot as a whole.

Table 4.3: Frequency analysis of reasons for not donating

Reasons for not donating (n = 73)		Count	Column N %
Q5.1 I can't afford.	-	53	72.6%
	Yes	20	27.4%
Q5.2 I just don't want to.	-	69	94.5%
	Yes	4	5.5%
Q5.3 There are no causes to support.	-	49	67.1%
	Yes	24	32.9%
Q5.4 I don't believe in helping charities	-	73	100.0%
Q5.5 I was not convenient	-	36	49.3%
	Yes	37	50.7%
Q5.6 Too much money will be spent on other stuff rather than really help the children.	-	73	100.0%
Q5.7 There are already enough support from the government.	-	73	100.0%
Q5.8 The amount that I can support is too small to make any difference.	-	54	74.0%
	Yes	19	26.0%
Q5.9 Current supporting channels are not convenient / not enough	-	70	95.9%
	Yes	3	4.1%

From 153 respondents, there were 47.7% of the respondents who did not make any donation to any charities. The reasons for not donating money are shown in Table 4.3. The top two reasons for not supporting any charity recently were not convenient and no causes to support.

4.3.3 Hierarchy of effect result

To better understand the stage of respondents in terms of hierarchy of effect, frequency analysis was performed as shown in Table 4.4.

Table 4.4: Frequency analysis of Hierarchy of effect model

Hierarchy of effect model (n = 153)		Count	Column N %
Have you ever heard of a foster home?	Yes	73	47.7%
	No	80	52.3%
Do you know the difference between foster homes and institutional based orphanages?	Yes	65	42.5%
	No	8	5.2%
	Filtered	80	52.3%
Does foster homes look attractive to you as a charity?	Very Attractive	14	9.2%
	Somewhat Attractive	43	28.1%
	so so	7	4.6%
	Somewhat not Attractive	1	0.7%
	Filtered	88	57.5%
Do you prefer to donate to foster homes more than other charities?	Yes	30	19.6%
	No	27	17.6%
	Filtered	96	62.7%
Do you have any intention to donate to foster homes?	Yes	24	15.7%
	No	6	3.9%
	Filtered	123	80.4%
Are you a current supporter of foster homes?	Yes	7	4.6%
	No	17	11.1%
	Filtered	129	84.3%

Tables 4.4 shows that the number of respondents decrease in each stage. Each respondent was asked questions in order to classify them in different stages of Hierarchy of effect model. The number and percentage of respondents in each stage is shown in figure 4.1

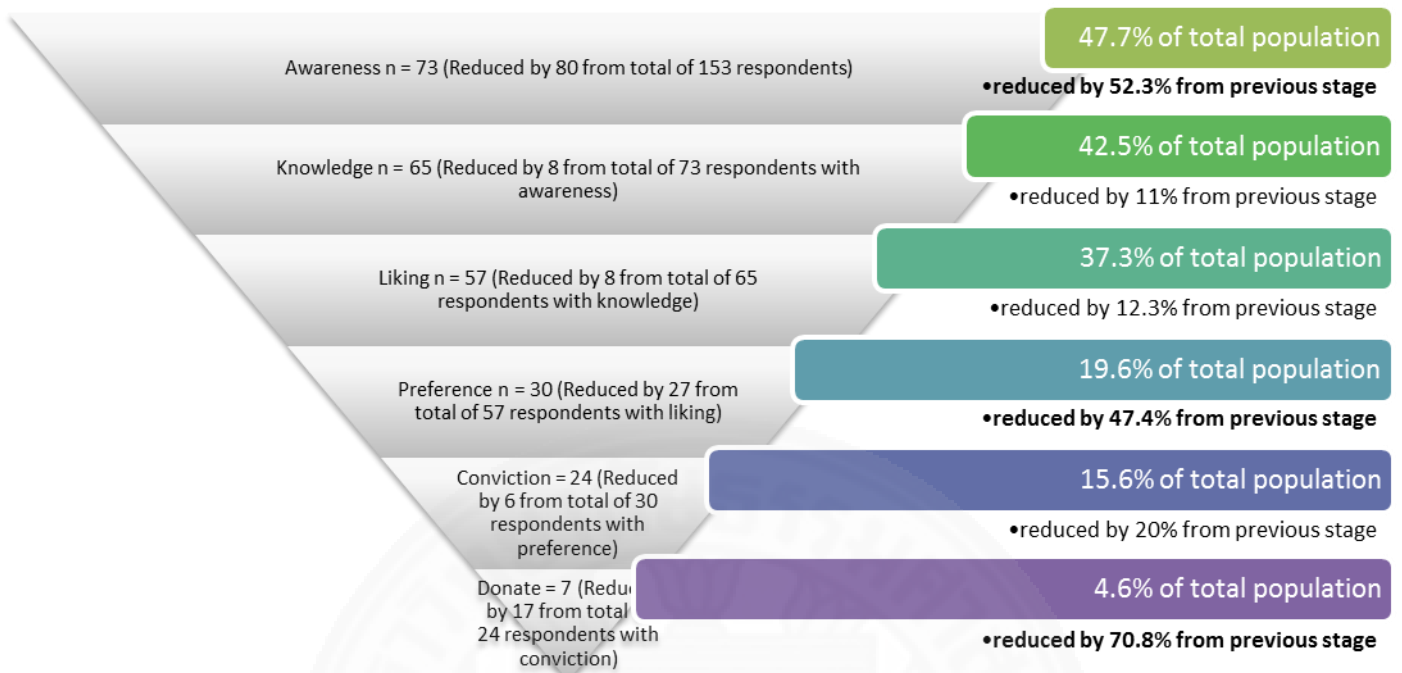


Figure 4.1: Hierarchy of effect model for foster home

According to the hierarchy of effect model shown in figure 4.1, the problem of foster home was mainly in three stages: awareness, preference and donate stage. As for awareness stage 52.3% of respondents were unaware of foster home, 47.4% of respondents in liking stage did not prefer foster home over other charities, and only 29.2% of respondents in conviction stage actually made a donation.

4.3.4 Reasons for supporting foster home.

To find the main reasons why respondents supported foster home, frequency analysis of reasons was performed. Results are shown in Table 4.5 below.

Table 4.5: Frequency analysis of reasons for supporting foster home

Frequency analysis (n = 7)		Count	Column N %
I feel good when I donate money.	Yes	3	42.9%
	-	4	57.1%
I feel sorry for orphans who are unfortunate.	Yes	3	42.9%
	-	4	57.1%
I like to donate money on my special days i.e. birthday.	-	7	100.0%
I feel ashamed when someone ask for charity support but I refuse to help.	-	7	100.0%
There are not enough support from the government.	Yes	6	85.7%
	-	1	14.3%
If many people donate, small amount of money will be a lot as a whole.	Yes	2	28.6%
	-	5	71.4%
Want to support charities that really help children.	Yes	3	42.9%
	-	4	57.1%

The first reason for supporting foster home was: not enough support from the government. Three reasons with the same percentage were felt good when donated money, felt sorry for orphans and wanted to support charities that really help children.

4.3.5 Reasons for not supporting foster home

Hierarchy of effect also showed that respondents mostly defected in preference stage and donate stage, Table 4.6 shows the reasons why respondents who defected in those two stages were not supporting foster home.

Table 4.6: Frequency analysis of reasons for not supporting foster home

Frequency analysis		Respondents who does not prefer foster home over other charities (n = 27)		Respondents who want to support foster home but do not support (n = 17)	
		Count	Column N %	Count	Column N %
I can't afford.	Yes	4	14.8%	3	17.6%
	-	23	85.2%	14	82.4%
I just don't want to.	Yes	2	7.4%	0	0.0%
	-	25	92.6%	17	100.0%
There are no causes to support.	Yes	4	14.8%	0	0.0%
	-	23	85.2%	17	100.0%
I don't believe in foster home.	Yes	1	3.7%	0	0.0%
	-	26	96.3%	17	100.0%
I was not convenient	Yes	0	0.0%	6	35.3%
	-	27	100.0%	11	64.7%
Too much money will be spent on other stuff rather than really help the children.	Yes	10	37.0%	5	29.4%
	-	17	63.0%	12	70.6%
There are already enough support from the government.	Yes	0	0.0%	3	17.6%
	-	27	100.0%	14	82.4%
The amount that I can support is too small to make any difference.	Yes	1	3.7%	0	0.0%
	-	26	96.3%	17	100.0%
Current supporting channels are not convenient / not enough	Yes	8	29.6%	7	41.2%
	-	19	70.4%	10	58.8%
Government should be the one supporting foster homes.	Yes	8	29.6%	5	29.4%
	-	19	70.4%	12	70.6%
There are other charities who need more help than foster home.	Yes	14	53.8%	0	0.0%
	-	12	46.2%	17	100.0%

Reasons for respondents who defected in preference stage did not support foster home were: other charities actually needed more help than foster home, too much money were spent on other things not only on helping children, supporting channel were not convenient, and government should be the one helping foster home, respectively. The answers of respondents who defected in donate stage were similar to the respondents who defected in preference stage. In addition, respondents who defected in donate stage preferred helping foster home over other charities but they were inconvenient.

4.3.6 Attitudes towards foster homes and institutional-based orphanages.

Attitudes are actually the main drive for supporting charities, Table 4.7 shows attitudes towards both institutional based orphanage and foster home.

Table 4.7: Average score of importance, believe and attitudes of institutional based orphanages and foster home.

Factors (n = 65)	Importance	Believe score		Attitude score	
		Organization	Foster home	Organization	Foster home
Love and care	6.68	3.88	5.43	25.9184	36.2724
Physical and mental development	6.46	4	5.09	25.84	32.8814
Behavior	6.68	4.03	5.09	26.9204	34.0012
Environment	6.28	3.95	4.95	24.806	31.086
Activities	5.98	4.26	4.77	25.4748	28.5246
Future plan for children	6.37	4.02	4.62	25.6074	29.4294
Fund Management	6.29	4.06	3.94	25.5374	24.7826
		Total Attitude score (n = 65)		180.1044	216.9776

The result in Table 4.7 shows that for each attitude factors and total attitude, except fund management factor, attitude scores of foster home are higher than institutional based orphanage. Two-way ANOVA between attitude factors and type of orphanages was performed to verify the mean difference of attitude scores, and also to find an interaction between those two independent variables on the attitude score. The result of 2-way ANOVA are shown in Table 4.8 and figure 4.2.

Table 4.8: 2-way ANOVA attitude score test between orphanages types and attitude factors

Tests of Between-Subjects Effects					
Dependent Variable: Attitudes					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	12455.082 ^a	13	958.083	9.961	.000
Intercept	734594.533	1	734594.533	7637.696	.000
Attitude factor	3476.029	6	579.338	6.023	.000
Orphanage type	6526.340	1	6526.340	67.855	.000
Attitude factor * Orphanage type	2452.714	6	408.786	4.250	.000
Error	86177.385	896	96.180		
Total	833227.000	910			
Corrected Total	98632.467	909			
a. R Squared = .126 (Adjusted R Squared = .114)					

Table 4.8 shows that main effect of attitude factors and the main effect of orphanage types are significance at $p < .001$. Also, the interaction between those two variables is significant at $p < .001$. Therefore, profile plot was performed to find out about the interaction.

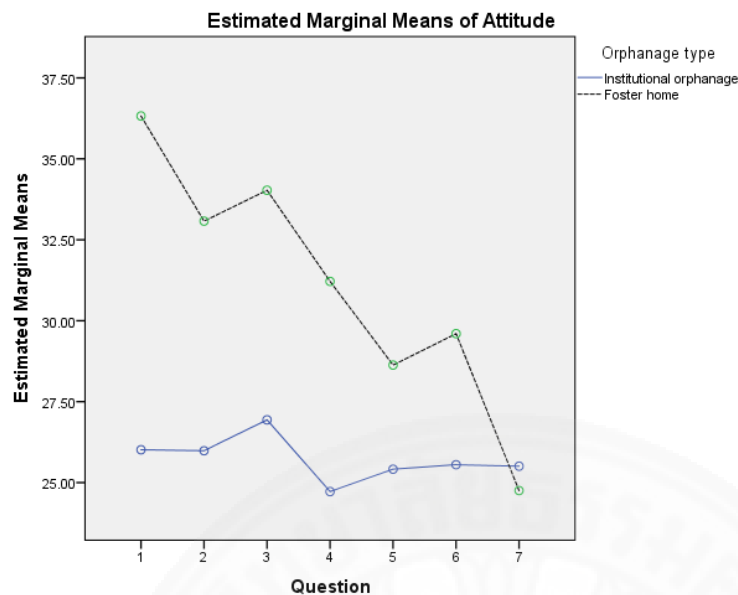


Figure 4.2: Profile plot of attitude score test between orphanage type and attitude factors.

The profile plots show that the attitude scores of foster homes are high comparing to institutional based orphanages. Comparing among seven attitude factors of foster home, the scores are quite different. The highest attitude score is love and care and the lowest attitude score is fund management. As for institutional-based orphanages, the attitude scores of all the factors are low. Almost all the factors have approximately the same mean. Interestingly, the attitude scores of factor seven, fund management, are almost the same for both types of orphanages.

Two-way ANOVA shows significant interaction between attitude factors and types of orphanages. Therefore, two one-way ANOVA was performed to test the difference between each factor of foster home (as shown in Table 4.9) and institutional based orphanages (as shown in Table 4.11), also a paired sample t-test was performed to test the difference between each factor of foster home and institutional based orphanage. (as shown in Table 4.12)

Table 4.9: One-way ANOVA testing difference between each attitude factor of foster home

ANOVA					
Attitudes					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	5746.752	6	957.792	9.929	.000
Within Groups	43216.554	448	96.466		
Total	48963.305	454			

One way ANOVA shows that there are significant differences among each attitude factor of foster home with $p < .001$.

Table 4.10: Homogenous output of ANOVA test between each attitude factor of foster home

Attitudes					
Tukey HSD ^a					
Factor	N	Subset for alpha = 0.05			
		1	2	3	4
7	65	24.7538			
5	65	28.6308	28.6308		
6	65	29.6000	29.6000	29.6000	
4	65		31.2154	31.2154	
2	65		33.0769	33.0769	33.0769
3	65			34.0308	34.0308
1	65				36.3231
Sig.		.075	.134	.137	.492
Means for groups in homogeneous subsets are displayed.					
a. Uses Harmonic Mean Sample Size = 65.000.					
b. The mean scores are a bit different from table 4.7 because the attitude scores here are calculated from each individual subject.					

Therefore, post hoc test and homogeneous subtest output were performed. The result of post hoc test (see APPENDIX C) and homogeneous subsets output in Table 4.10 show that the attitude factors can be classified into four groups. The interesting point is attitude score of factor number 7, fund management, is the lowest and

significantly lower than attitude factor 1,2,3 and 4 while factor number 1, love and care, has the highest score and significantly higher than factor 4,5,6 and 7.

One-way ANOVA was also performed for institutional orphanages to test if there are differences among each attitude factor.

Table 4.11: One-way ANOVA testing difference between each attitude factor in institutional based orphanage.

ANOVA					
Attitudes					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	181.991	6	30.332	.316	.928
Within Groups	42960.831	448	95.895		
Total	43142.822	454			

One-way ANOVA result shows that there is no significant difference between each attitude factor of institutional based orphanage.

To compare each attitude factor of institutional based orphanage and foster home, paired sample t-test of each factor was performed, as shown in Table 4.12.

Table 4.12: Paired sample t-test between each attitude factor of institution-based orphanage and foster home

Paired Samples Test (n = 65)									
		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	Institution factor 1 - Foster factor 1	-10.30769	10.74116	1.33228	-12.96922	-7.64616	-7.737	64	.000
Pair 2	Institution factor 2 - Foster factor 2	-7.09231	10.15154	1.25914	-9.60774	-4.57688	-5.633	64	.000
Pair 3	Institution factor 3 - Foster factor 3	-7.09231	9.15615	1.13568	-9.36109	-4.82352	-6.245	64	.000
Pair 4	Institution factor 4 - Foster factor 4	-6.49231	11.20982	1.39041	-9.26997	-3.71465	-4.669	64	.000
Pair 5	Institution factor 5 - Foster factor 5	-3.21538	9.80671	1.21637	-5.64537	-.78540	-2.643	64	.010
Pair 6	Institution factor 6 - Foster factor 6	-4.04615	10.35077	1.28386	-6.61095	-1.48136	-3.152	64	.002
Pair 7	Institution factor 7 - Foster factor 7	.75385	14.06240	1.74423	-2.73064	4.23834	.432	64	.667
Pair 8	Total Institution – Total Foster	-37.49231	43.97020	5.45383	-48.38759	-26.59702	-6.874	64	.000

From Table 4.12, it is found that almost all attitude scores of foster home are higher than institutional-based orphanage except factor number 7, fund management. (more details for paired sample statistic can be seen in APPENDIX D)

The attitude score is the multiplication of believe and important factor. In order to improve attitudes of foster home, we have to improve the importance and / or the believe of each factor. Therefore, the analysis of the importance and the believe score were performed.

4.3.7 Importance level of each factor of orphan home

To test the difference among each importance factor, one way ANOVA was performed. Average score of each believe factor are as shown in Table 4.13 below, and one way ANOVA result is shown in Table 4.14.

Table 4.13: Average importance score of foster home.

Report (n = 65)							
	Providing children with love and care	Enhancing children's Physical and mental Development	Shaping children's behavior	Providing good environment	Having activities for children's development	Planning for the future of children after they leave orphan home	Managing fund well
Mean	6.68	6.46	6.68	6.28	5.98	6.37	6.29
N	65	65	65	65	65	65	65
Std. Deviation	0.503	0.709	0.533	0.801	0.927	0.741	0.931

Table 4.14: One way ANOVA among each importance factor

ANOVA					
Value14					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	23.196	6	3.866	6.841	.000
Within Groups	253.169	448	.565		
Total	276.365	454			

From Table 4.14 above it is found that there are significant difference among seven factors. Therefore, Post Hoc test was performed. (as shown in Appendix E)

Homogeneous Subsets was also performed to group factors as shown in Table 4.15.

Table 4.15: Homogeneous subset of importance factors

Importance factor				
Tukey HSD ^a				
Importance factor	N	Subset for alpha = 0.05		
		Group 1	Group 2	Group 3
5	65	5.9846		
4	65	6.2769	6.2769	
7	65	6.2923	6.2923	6.2923
6	65	6.3692	6.3692	6.3692
2	65		6.4615	6.4615
1	65			6.6769
3	65			6.6769
Sig.		.057	.802	.057
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 65.000.				

The result of Table 4.15 shows that seven importance factors can be classified into three groups. The lowest score is factor number 5, activities for children, with significant difference from factor 1,2 and 3. The highest score are factor 3, shaping children behavior, and factor 1, love and care for children, with significant difference from factor 4 and 5.

4.3.8 Believe in each factor of foster home

To see the difference among believe factors of foster home. The Average score of each believe factor was calculated as shown in Table 4.16.

Table 4.16: Average believe score of foster home.

Report (n = 65)							
	Children receive love and care.	Children are well developed physically and mentally.	Children are well behaved.	Children are in a good environment.	Children have many good activities to do.	Children have good future awaiting them after they leave the orphanage.	Fund are well spent.
Mean	5.43	5.09	5.09	4.95	4.77	4.63	3.94
N	65	65	65	65	65	65	65
Std. Deviation	1.145	1.271	1.195	1.328	1.401	1.474	1.704

Table 4.16 shows that the highest believe score is love and care, and the lowest score is fund management, the score of other factors are quite similar.

One-way ANOVA was performed to test the difference between each believe factor, as shown in Table 4.17.

Table 4.17: One way ANOVA test among each believe factors of foster home

ANOVA					
Value					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	87.798	6	14.633	7.785	.000
Within Groups	842.123	448	1.880		
Total	929.921	454			

From Table 4.17, it is found that there are significant differences among seven factors. Therefore, Post Hoc test was performed. (See details in APPENDIX F)

Homogeneous Subsets was also performed to classify seven factors of believe into groups. The result is shown in Table 4.18.

Table 4.18: Homogenous output of believe factor of foster home

Believe factor				
Tukey HSD ^a				
Believe factor	N	Subset for alpha = 0.05		
		Group 1	Group 2	Group 3
7	65	3.9385		
6	65	4.6308	4.6308	
5	65		4.7692	4.7692
4	65		4.9538	4.9538
2	65		5.0923	5.0923
3	65		5.0923	5.0923
1	65			5.4308
Sig.		.063	.469	.088
Means for groups in homogeneous subsets are displayed.				
a. Uses Harmonic Mean Sample Size = 65.000.				

Seven believe factors of foster home can be classified into three groups, The highest score is factor 1, love and care for children. The score of factor 1 is significantly different from factor 6 and 7. The lowest score is factor number 7, fund management. The result of tukey indicates that the score of factor 7, is significantly lower than all other factors except factor 6, future plans for children.

4.3.9 Gift giving methods

In order to find out about the appropriate gift giving methods, the frequency analysis was performed. The respondents were classified in three groups: current supporters, almost supporters (intend to donate but not yet donate), and non-supporters. Frequency analysis was performed to calculate percentage of respondents who preferred each gift giving methods. The result is shown in Table 4.19.

Table 4.19: Percentage of respondents who preferred gift giving methods

Preferred gift giving methods (n = 153)		Do you prefer to donate to foster homes more than other charities?							
		Current support		Almost support		non-support		Total	
		Count	N %	Count	N %	Count	%	Count	N %
Donation money directly to the orphanages	Prefer	24	80.00%	30	88.20%	67	75.30%	121	79.08%
	-	6	20.00%	4	11.80%	22	24.70%	32	20.92%
Donating stuff directly to the foster home	Prefer	16	53.30%	20	58.80%	49	55.10%	85	55.56%
	-	14	46.70%	14	41.20%	40	44.90%	68	44.44%
Buy handmade items made by the foster home.	Prefer	9	30.00%	9	26.50%	12	13.50%	30	19.61%
	-	21	70.00%	25	73.50%	77	86.50%	123	80.39%
Join food event	Prefer	3	10.00%	5	14.70%	10	11.20%	18	11.76%
	-	27	90.00%	29	85.30%	79	88.80%	135	88.24%
Join sporting events	Prefer	1	3.30%	1	2.90%	2	2.20%	4	2.61%
	-	29	96.70%	33	97.10%	87	97.80%	149	97.39%
Buy a T-shirt	Prefer	5	16.70%	5	14.70%	11	12.40%	21	13.73%
	-	25	83.30%	29	85.30%	78	87.60%	132	86.27%
Buy stuff from an online auction	Prefer	0	0.00%	4	11.80%	13	14.60%	17	11.11%
	-	30	100%	30	88.20%	76	85.40%	136	88.89%
Online donation	Prefer	17	56.70%	17	50.00%	32	36.00%	66	43.14%
	-	13	43.30%	17	50.00%	57	64.00%	87	56.86%
Play a raffle	Prefer	4	13.30%	1	2.90%	4	4.50%	9	5.88%
	-	26	86.70%	33	97.10%	85	95.50%	144	94.12%
Donate via standing order	Prefer	2	6.70%	4	11.80%	5	5.60%	11	7.19%
	-	28	93.30%	30	88.20%	84	94.40%	142	92.81%
Sponsor an event for charity	Prefer	2	6.70%	2	5.90%	7	7.90%	11	7.19%
	-	28	93.30%	32	94.10%	82	92.10%	142	92.81%
Buy commercial goods that make a donation towards charities	Prefer	4	13.30%	11	32.40%	21	23.60%	36	23.53%
	-	26	86.70%	23	67.60%	68	76.40%	117	76.47%
Buy charity goods from non-charity retailer	Prefer	2	6.70%	5	14.70%	9	10.10%	16	10.46%
	-	28	93.30%	29	85.30%	80	89.90%	137	89.54%

Comparing among the three groups of respondents, it was found that the percentages of respondents who prefer each gift giving method were quite similar. Only two gift giving methods, buy handmade items made by foster home and buy commercial goods that make a donation towards charities, have different percentages among the three groups. Buying handmade items made by the foster home is less preferred by non-supporters and buy commercial goods that make a donation towards charities is less preferred by current supporters.

Based on the frequency, the result shows that the top five methods respondents prefer the most are:

1. Donate money directly
2. Donate things directly to foster home
3. Online donation
4. Buy commercial goods that donate to foster home
5. Buy handmade products from foster home

The three least preferred methods are:

1. Join sporting events
2. Play a raffle
3. Donate via standing order and sponsor an event for foster home

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

5.1.1 Total Respondents profile

From total respondents of one hundred fifty three people, around 75% of respondents were in the age range of 23-35 years old, mainly living in Bangkok. Around half of the respondents had household income of over 100,000 Baht. Roughly half of the respondents were current supporters of charities.

5.1.2 Hierarchy of effect in foster home

Frequency analysis of the hierarchy of effect showed that foster homes had communication problems in many stages. Firstly, awareness stage, it was found that 52.3% of respondents were unaware of foster homes. Secondly, preference stage, it was found that 47.4% of respondents who had knowledge of foster homes preferred to donate to other charities over foster homes. Lastly, donate stage, it was found that there were up to 70% of respondents who were in conviction stage but did not really support foster homes.

The main reasons that respondents in donate stage supported foster homes were not enough support from the government, felt good when donated money and wanted to support charities that really help children, respectively.

The top two reasons that respondents who defected in preference stage answered were other charities actually needed more help than foster homes and too much money were spent on other things, not only on helping children. The top two reasons that respondents who, defected in donate stage replied were supporting channel were not convenient and they themselves were inconvenient to donate.

5.1.3 Attitudes towards orphanages

There were seven attitude factors affecting attitude towards orphanages: love and care, physical and mental development, children behavior, environment, activities, and fund management. The total attitude scores showed that foster homes had significantly higher attitude score than institutional based orphanage. When compared between each attitude factor, it was found that foster homes had higher attitude scores than institutional based orphanage for almost all the factors, except fund management.

The attitude scores were actually calculated from two variables: importance and believe factors. To better understand and improve attitudes towards foster home, it is necessary to analyze these two variables. When each variable was analyzed separately, it was found that, the most important factors for orphanages were love and care and modifying children's behavior. The least important factor was activities for children. As for believe factor, the factor with the highest score was love and care, and the factor with the lowest score was fund management.

5.1.4 Gift giving methods

Comparing among the gift giving methods, it was found that the top preferred methods were donate money directly, donate thing directly, online donation, buy commercial goods that donate to foster homes and buy handmade product, respectively.

5.2 Recommendations

The recommendations can be separated into two main areas, communication plan and channel development.

5.2.1 Communication plan to gain more support

In terms of communication plan, there are many things foster homes can do in order to gain more support.

First, foster homes should increase people's awareness level and knowledge level. It is suggested that foster homes should cooperate and work together as a team

to give more information and increase awareness of foster home, such as use more medias or setting an event to educate people about foster home.

Second, foster homes should show their fund management plan and give a feedback to supporters on how their money was spent. The result from hierarchy effect model are actually in line with attitude measurement model, that is, attitudes towards foster homes are poor in fund management factor. Disclosing the financial plan will make everything more transparent. It will improve both attitudes towards foster homes and preference to donate to foster homes over other charities.

Since shaping children behavior is one of the most important factor, increasing believe score of this factor will increase attitude scores towards foster homes. To increase belief in this factor, it is suggested that foster homes should allow their children to join social gathering events or appear on other medias so that the public can perceive how well the children behave.

Since one of the top reasons to donate money is the good feeling when donate, it is recommended that foster home should send a thank you card to the supporters. It will make the supporters feel good again after receiving the card and it will also serve to remind the supporters to donate again in the future.

5.2.2 Supporting channel development

As found in this research, most people prefer to give direct donation both in the form of money and things. It is recommended that foster homes can possibly add more convenient locations for donating. Besides, many respondents show interest in supporting foster homes but they are not convenient, adding a location nearby would solve the problem.

Online channel is another method for receiving support. Many foster homes still lack of online donation channels. Creating a website is not a difficult task. In order to have an effective website for donation, foster home should ask volunteers to

manage a website. Every foster home should have at least one website with online donation function integrated.

From the finding, many respondents show interest in buying products that donate to charities, therefore foster home should find companies with strong CSR programs to gain support via this channel.

One of the preferred methods of gift giving is buying handmade product. It is recommended that foster home should train children to make handmade products. It will benefit both foster homes and the children's future career.

5.3 Limitations of the study

This study has some limitations as below

1. This study used convenient sampling method because of the time limitation.
2. This study has low number of respondents. Therefore, it does not represent the entire population.

5.4 Suggestions for future research

The future research should have higher number of respondents to represent the entire population. The respondents should be classified in groups based on hierarchy model. Data analysis should be analyzed for each group in order to find out attitude problems that occurred in each segment.

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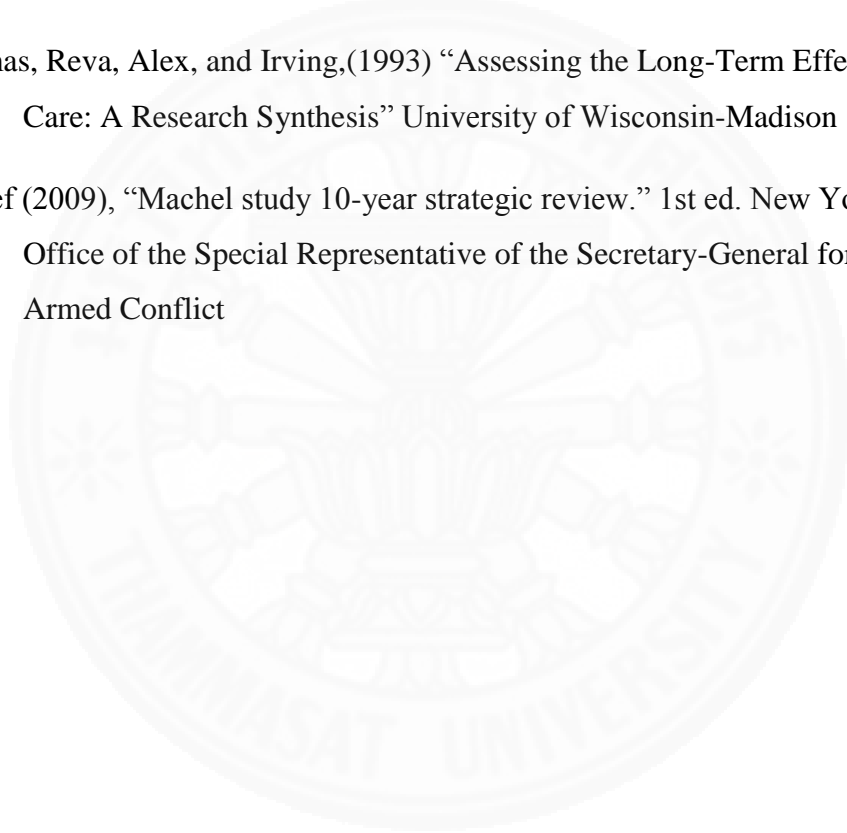
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APPENDICES

APPENDIX A:
IN-DEPTH INTERVIEWS QUESTIONS.

1. In your opinion, what are orphanages?
2. In your opinion, how do the orphanages take care of the children?
3. Are you aware that there are not only institutional-based orphanages?
4. What do you think of foster home?
5. What are the differences between foster homes and institutional-based orphanages?
6. In what perspective you think institutional-based orphanages can do better than foster homes?
7. In what perspective you think foster home can do better than institutional-based orphanages?
8. Do you prefer to support the orphanages? why or why not?
9. In your opinion which type of orphanages would you prefer to make a donation and why?
10. Which is your preferred way of supporting orphanages? (If no answer given from the respondent, examples will be given, money donation directly to the orphanages, Buy handmade items, Joining food-related fundraising event, Joining benefit concert with dinner, Buy a T-shirt, Buy stuff from an online auction, Join painting party, Online donation, Join sporting events. etc.)
11. Have you ever made a donation to the orphanages?
 - a. If yes, when was the last time?
 - b. If no, why not?

12. Do you give money to other charities? Please explain.
13. Why do you consider supporting orphanages?
14. Do you have any other suggestions for supporting the orphanages?



APPENDIX B

QUESTIONNAIRE QUESTION

Charity Questionnaire

The purpose of this questionnaire is to find out the information to develop strategies to help foster homes. Please answer the following questions to provide us the information. Your answer will benefit the charity of orphan homes.

General question

Q1. Do you support any charities within last 12 months?

Yes

No (skip to Q5)

Q2. which charity do you donate to?

Please specify _____ (you can give as many names as you want)

Q3. Describe briefly why you donate to this charity(s)

I feel good when I donate money.

I like to donate money on my special days i.e. birthday.

I feel ashamed when someone ask for charity support but I refuse to help.

There are not enough support from the government.

If many people donate, small amount of money will be a lot as a whole.

Q4. How much do you donate per year?

1B - 100B

200B - 500B

500B – 1,000B

1,000B-10,000B

more than 10,000B

***skip to Q6.

 Q5. Briefly explain why you do not donate to charities?

- I can't afford.
- I just don't want to.
- There are no causes to support.
- I don't believe in foster home.
- I was not convenient
- Too much money will be spent on other stuff rather than really help the children.
- There are already enough support from the government.
- The amount that I can support is too small to make any difference.
- Current supporting channels are not convenient / not enough

Objective 1: To measure the awareness level of foster homes and institutional-based orphanages.

Q6. Have you ever heard of a foster home?

- Yes
- No (Skip to C1)

Q7. Do you know the difference between foster homes and institutional based orphanages?

- Yes please specify the difference _____
- No (Skip to C1)

Q8. Does foster homes look attractive to you as a charity?

- Very attractive

- Somewhat attractive
- So so
- somewhat not attractive (skip to Q13)
- not attractive at all (skip to Q13)

Q9. Do you prefer to donate to foster homes more than other charities?

- Yes
- No (skip to Q13)

Q10. Do you have any intention to donate to foster homes?

- Yes
- No (skip to Q13.)

Q11. Are you a current supporter of foster homes?

- Yes
- Used to, but not anymore. (skip to Q13.)
- No (skip to Q13.)

Q12. What are the reasons for supporting foster homes?

- It is good to help others when they need it.
- I feel good when I donate money.
- I feel sorry for orphans who are unfortunate.
- I like to donate money on my special days i.e. birthday.
- I feel ashamed when someone ask for charity support but I refuse to help.
- There are not enough support from the government.

If many people donate, small amount of money will be a lot as a whole.

Others (Please specify) _____

***Skip to Q14

Q13. What are the reasons for not supporting foster home?

I can't afford.

I just don't want to.

There are no causes to support.

I don't believe in charities.

I was not convenient during the time I was asked.

Too much money will be spent on other stuff rather than really help the children.

There are already enough support from the government.

The amount that I can support is too small to make any difference.

Current supporting channels are not convenient / not enough

Government should be the one supporting foster homes.

There are other charities who need more help than foster home.

Others _____ [Please specify]

APPENDIX C
POST HOC TEST BETWEEN EACH ATTITUDE FACTOR IN
FOSTER HOME

Multiple Comparisons						
Dependent Variable: Attitudes						
Tukey HSD						
(I) Factor	(J) Factor	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	3.24615	1.72284	.492	-1.8565	8.3488
	3	2.29231	1.72284	.837	-2.8104	7.3950
	4	5.10769*	1.72284	.050	.0050	10.2104
	5	7.69231*	1.72284	.000	2.5896	12.7950
	6	6.72308*	1.72284	.002	1.6204	11.8258
	7	11.56923*	1.72284	.000	6.4665	16.6719
2	1	-3.24615	1.72284	.492	-8.3488	1.8565
	3	-.95385	1.72284	.998	-6.0565	4.1488
	4	1.86154	1.72284	.934	-3.2412	6.9642
	5	4.44615	1.72284	.134	-.6565	9.5488
	6	3.47692	1.72284	.405	-1.6258	8.5796
	7	8.32308*	1.72284	.000	3.2204	13.4258
3	1	-2.29231	1.72284	.837	-7.3950	2.8104
	2	.95385	1.72284	.998	-4.1488	6.0565
	4	2.81538	1.72284	.660	-2.2873	7.9181
	5	5.40000*	1.72284	.030	.2973	10.5027
	6	4.43077	1.72284	.137	-.6719	9.5335
	7	9.27692*	1.72284	.000	4.1742	14.3796
4	1	-5.10769*	1.72284	.050	-10.2104	-.0050
	2	-1.86154	1.72284	.934	-6.9642	3.2412
	3	-2.81538	1.72284	.660	-7.9181	2.2873
	5	2.58462	1.72284	.745	-2.5181	7.6873
	6	1.61538	1.72284	.966	-3.4873	6.7181
	7	6.46154*	1.72284	.004	1.3588	11.5642
5	1	-7.69231*	1.72284	.000	-12.7950	-2.5896
	2	-4.44615	1.72284	.134	-9.5488	.6565
	3	-5.40000*	1.72284	.030	-10.5027	-.2973
	4	-2.58462	1.72284	.745	-7.6873	2.5181
	6	-.96923	1.72284	.998	-6.0719	4.1335
	7	3.87692	1.72284	.271	-1.2258	8.9796
6	1	-6.72308*	1.72284	.002	-11.8258	-1.6204
	2	-3.47692	1.72284	.405	-8.5796	1.6258
	3	-4.43077	1.72284	.137	-9.5335	.6719
	4	-1.61538	1.72284	.966	-6.7181	3.4873
	5	.96923	1.72284	.998	-4.1335	6.0719
	7	4.84615	1.72284	.075	-.2565	9.9488
7	1	-11.56923*	1.72284	.000	-16.6719	-6.4665
	2	-8.32308*	1.72284	.000	-13.4258	-3.2204
	3	-9.27692*	1.72284	.000	-14.3796	-4.1742
	4	-6.46154*	1.72284	.004	-11.5642	-1.3588
	5	-3.87692	1.72284	.271	-8.9796	1.2258
	6	-4.84615	1.72284	.075	-9.9488	.2565

*. The mean difference is significant at the 0.05 level.

Factor 1 = love and care

Factor 3 = Behavior

Factor 5 = Activities

Factor 7 = Fund management

Factor 2 = physical and mental development

Factor 4 = Environment

Factor 6 = Future plan for children



APPENDIX D

PAIRED SAMPLE STATISTIC BETWEEN EACH ATTITUDE

FACTOR OF ORPHANAGE TYPES

Paired Samples Statistics					
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Institution factor 1	26.0154	65	10.16811	1.26120
	Foster home factor 1	36.3231	65	8.44302	1.04723
Pair 2	Institution factor 2	25.9846	65	9.42154	1.16860
	Foster home factor 2	33.0769	65	9.57749	1.18794
Pair 3	Institution factor 3	26.9385	65	9.21934	1.14352
	Foster home factor 3	34.0308	65	8.64756	1.07260
Pair 4	Institution factor 4	24.7231	65	8.62683	1.07003
	Foster home factor 4	31.2154	65	9.76200	1.21083
Pair 5	Institution factor 5	25.4154	65	9.30540	1.15419
	Foster home factor 5	28.6308	65	10.09884	1.25261
Pair 6	Institution factor 6	25.5538	65	10.31387	1.27928
	Foster home factor 6	29.6000	65	10.52794	1.30583
Pair 7	Institution factor 7	25.5077	65	11.25711	1.39627
	Foster home factor 7	24.7538	65	11.37298	1.41064
Pair 8	Total Institution score	180.1385	65	51.45443	6.38214
	Total Foster home score	217.6308	65	49.32183	6.11762

**APPENDIX E : POST HOC TEST AMONG EACH IMPORTANCE
FACTOR
POST HOC TESTS**

Multiple Comparisons						
Dependent Variable: Value14						
Tukey HSD						
(I) Qno14	(J) Qno14	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.21538	.13186	.661	-.1752	.6059
	3	.00000	.13186	1.000	-.3906	.3906
	4	.40000*	.13186	.041	.0094	.7906
	5	.69231*	.13186	.000	.3018	1.0829
	6	.30769	.13186	.230	-.0829	.6982
	7	.38462	.13186	.057	-.0059	.7752
2	1	-.21538	.13186	.661	-.6059	.1752
	3	-.21538	.13186	.661	-.6059	.1752
	4	.18462	.13186	.802	-.2059	.5752
	5	.47692*	.13186	.006	.0864	.8675
	6	.09231	.13186	.993	-.2982	.4829
	7	.16923	.13186	.859	-.2213	.5598
3	1	.00000	.13186	1.000	-.3906	.3906
	2	.21538	.13186	.661	-.1752	.6059
	4	.40000*	.13186	.041	.0094	.7906
	5	.69231*	.13186	.000	.3018	1.0829
	6	.30769	.13186	.230	-.0829	.6982
	7	.38462	.13186	.057	-.0059	.7752
4	1	-.40000*	.13186	.041	-.7906	-.0094
	2	-.18462	.13186	.802	-.5752	.2059
	3	-.40000*	.13186	.041	-.7906	-.0094
	5	.29231	.13186	.289	-.0982	.6829
	6	-.09231	.13186	.993	-.4829	.2982
	7	-.01538	.13186	1.000	-.4059	.3752
5	1	-.69231*	.13186	.000	-1.0829	-.3018
	2	-.47692*	.13186	.006	-.8675	-.0864
	3	-.69231*	.13186	.000	-1.0829	-.3018
	4	-.29231	.13186	.289	-.6829	.0982
	6	-.38462	.13186	.057	-.7752	.0059
	7	-.30769	.13186	.230	-.6982	.0829
6	1	-.30769	.13186	.230	-.6982	.0829
	2	-.09231	.13186	.993	-.4829	.2982
	3	-.30769	.13186	.230	-.6982	.0829
	4	.09231	.13186	.993	-.2982	.4829
	5	.38462	.13186	.057	-.0059	.7752
	7	.07692	.13186	.997	-.3136	.4675
7	1	-.38462	.13186	.057	-.7752	.0059
	2	-.16923	.13186	.859	-.5598	.2213
	3	-.38462	.13186	.057	-.7752	.0059
	4	.01538	.13186	1.000	-.3752	.4059
	5	.30769	.13186	.230	-.0829	.6982
	6	-.07692	.13186	.997	-.4675	.3136

*. The mean difference is significant at the 0.05 level.

APPENDIX F
POST HOC TEST AMONG EACH BELIEVE FACTOR OF
FOSTER HOME

Post Hoc Tests

Multiple Comparisons						
Dependent Variable: Value						
Tukey HSD						
(I) Question	(J) Question	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
1	2	.33846	.24050	.798	-.3738	1.0508
	3	.33846	.24050	.798	-.3738	1.0508
	4	.47692	.24050	.427	-.2354	1.1892
	5	.66154	.24050	.088	-.0508	1.3738
	6	.80000*	.24050	.016	.0877	1.5123
	7	1.49231*	.24050	.000	.7800	2.2046
2	1	-.33846	.24050	.798	-1.0508	.3738
	3	.00000	.24050	1.000	-.7123	.7123
	4	.13846	.24050	.997	-.5738	.8508
	5	.32308	.24050	.831	-.3892	1.0354
	6	.46154	.24050	.469	-.2508	1.1738
	7	1.15385*	.24050	.000	.4415	1.8661
3	1	-.33846	.24050	.798	-1.0508	.3738
	2	.00000	.24050	1.000	-.7123	.7123
	4	.13846	.24050	.997	-.5738	.8508
	5	.32308	.24050	.831	-.3892	1.0354
	6	.46154	.24050	.469	-.2508	1.1738
	7	1.15385*	.24050	.000	.4415	1.8661
4	1	-.47692	.24050	.427	-1.1892	.2354
	2	-.13846	.24050	.997	-.8508	.5738
	3	-.13846	.24050	.997	-.8508	.5738
	5	.18462	.24050	.988	-.5277	.8969
	6	.32308	.24050	.831	-.3892	1.0354
	7	1.01538*	.24050	.001	.3031	1.7277
5	1	-.66154	.24050	.088	-1.3738	.0508
	2	-.32308	.24050	.831	-1.0354	.3892
	3	-.32308	.24050	.831	-1.0354	.3892
	4	-.18462	.24050	.988	-.8969	.5277
	6	.13846	.24050	.997	-.5738	.8508
	7	.83077*	.24050	.011	.1185	1.5431
6	1	-.80000*	.24050	.016	-1.5123	-.0877
	2	-.46154	.24050	.469	-1.1738	.2508
	3	-.46154	.24050	.469	-1.1738	.2508
	4	-.32308	.24050	.831	-1.0354	.3892
	5	-.13846	.24050	.997	-.8508	.5738
	7	.69231	.24050	.063	-.0200	1.4046
7	1	-1.49231*	.24050	.000	-2.2046	-.7800
	2	-1.15385*	.24050	.000	-1.8661	-.4415
	3	-1.15385*	.24050	.000	-1.8661	-.4415
	4	-1.01538*	.24050	.001	-1.7277	-.3031
	5	-.83077*	.24050	.011	-1.5431	-.1185
	6	-.69231	.24050	.063	-1.4046	.0200

*. The mean difference is significant at the 0.05 level.

BIOGRAPHY

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