



**FACTORS THAT WILL CREATE POSITIVE
PERCEPTION TOWARD TRAILER DRIVER
PROFESSION IN THAILAND**

BY


MISS SIRIMA KAJONWUTTIDET

**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
COPYRIGHT OF THAMMASAT UNIVERSITY**

**FACTORS THAT WILL CREATE POSITIVE
PERCEPTION TOWARD TRAILER DRIVER
PROFESSION IN THAILAND**

BY

MISS SIRIMA KAJONWUTTIDET



**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
COPYRIGHT OF THAMMASAT UNIVERSITY**

THAMMASAT UNIVERSITY
FACULTY OF COMMERCE AND ACCOUNTANCY

INDEPENDENT STUDY

BY

MISS SIRIMA KAJONWUTTIDET

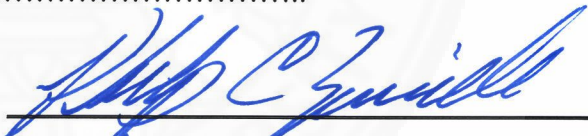
ENTITLED

FACTORS THAT WILL CREATE POSITIVE PERCEPTION TOWARD
TRAILER DRIVER PROFESSION IN THAILAND

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


on..... 8 MAY 2017

Chairman




(Professor Phillip C. Zerrillo, Ph.D.)

Member and Advisor



(Associate Professor James E. Nelson, Ph.D.)

Dean



(Associate Professor Pipop Udorn, Ph.D.)

Independent Study Title	FACTORS THAT WILL CREATE POSITIVE PERCEPTION TOWARD TRAILER DRIVER PROFESSION IN THAILAND
Author	Miss Sirima Kajonwuttidet
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
Independent Study Advisor	Associate Professor James E. Nelson, Ph.D.
Academic Year	2016

ABSTRACT

Currently, Thailand is facing shortage of driver profession in the market. Even though the return of this profession is high in which it should be attractive enough to pull people into the profession, but, due to negative perception towards this profession, less and less people enter.

The objectives of this study were to 1) explore the knowledge of changing one's perception, 2) to generate profile of prospective trailer drivers, 3) to evaluate perception of prospective trailer drivers toward communication messages, and 4) to provide a recommendations regarding communication messages that can be applied to attract more prospective trailer driver. The result pointed out factors that make a difference between a group of respondents who were interested to become a trailer drive and the other group who were not. Demographic factors and the awareness of negative aspects of being a trailer driver played a small role. While positive sides of this job characteristic such as challenging task and getting to travel and meet new people have high influences in job selection of trailer driver profession.

Both exploratory and descriptive research was conducted. For exploratory research, secondary data were conducted to explore the knowledge of changing one's perception. Eight in-depth interviews were used to understand behavior and attitude of prospective trailer driver. For descriptive research, a survey of 158 prospective trailer drivers in Bangkok metropolitan area were used for validating insights from

(2)

exploratory research. Statistical Package for the Social Science (SPSS) was used for analysis and interpretation of the data.

Keywords: Attitude change, trailer driver profession, negative perception, positive perception, truck driver shortage



ACKNOWLEDGEMENTS

The journey of this independent study would not have been fulfilled without a support from my great advisor. I would like to express my deepest appreciation to Associate Professor James E. Nelson for his kindness and his dedication to advisee. Throughout the journey, Associate Professor James E. Nelson invited me to see an enjoyable world of conducting a research. I greatly enjoyed working with my advisor. Thank you for consistently giving me guidance, encouragement, valuable comment, and great knowledge. All knowledge and skill earned during this independent study is surely useful for me throughout my life.

Also, I would like to thank people at MIM office for all the facility and coordination. My two years of studying at MIM were full of commitment and valuable lessons both in and outside the classroom.

Furthermore, I truly appreciate my MIM29 friends who were always there when I needed, who fulfilled what I lacked of, and who helped me out with everything. It was not a coincident that we met and I hope our friendship will last forever.

Lastly, I owe my deepest gratitude to my parents. The two people who always understand and support me since the first they I was welcomed to this World until now.

Miss Sirima Kajonwuttidet

TABLE OF CONTENTS

	Page
ABSTRACT	(1)
ACKNOWLEDGEMENTS	(3)
LIST OF TABLES	(6)
LIST OF FIGURES	(7)
CHAPTER 1 INTRODUCTION	1
1.1 Introduction to the Study	1
1.2 Problem Statement and Research Purpose	2
1.3 Research Objectives	2
CHAPTER 2 REVIEW OF LITERATURE	4
2.1 Truck Driver Situation	4
2.2 Attitude & Changing	5
CHAPTER 3 RESEARCH METHODOLOGY	7
3.1 Secondary Data	7
3.2 In-depth Interview	8
3.3 Descriptive Research	8
3.4 Sampling Plan	8
3.5 Data Collection	9
3.6 Data Analysis	10
3.7 Theoretical Framework	10

	(5)
3.8 Limitations of the Study	11
CHAPTER 4 RESULTS AND DISCUSSION	12
4.1 Results from Exploratory Research	12
4.1.1 Secondary Research Results	12
4.1.2 In-depth Interview Results	12
4.2 Results from Descriptive Research Surveys	14
4.2.1 Summary of Respondent Profile	14
4.2.2 Perception Evaluation	18
4.2.3 Communication Evaluation	21
CHAPTER 5 CONCLUSIONS AND RECOMMENDATIONS	26
5.1 Conclusion	26
5.1.1 Summary of Respondent Profile	26
5.1.2 Perception Evaluation	26
5.1.3 Communication Evaluation	27
5.2 Recommendations	28
REFERENCES	30
APPENDICES	
Appendix A: Questions guide for in-depth interview	32
Appendix B: Survey	34
Appendix C: Project Timeline	41
Appendix D: Transport Personnel License under Land Transport Act	42
BIOGRAPHY	43

LIST OF TABLES

Tables	Page
3.1 Allocation of sample size for each research methodology	9
4.1 Summary of respondents' demographic	14
4.2 Summary of respondents with regard to the interest of becoming a trailer driver	16
4.3 Factors influence a decision on job selection	17
4.4 Summary of comparison factors influence a decision on job selection between groups of interested and not interested to become a trailer driver	18
4.5 Overall evaluation of perception toward trailer driver profession	19
4.6 Summary of comparison the perception toward trailer driver profession between groups of interested and not interested to become a trailer driver	20
4.7 Summary of comparison negative perception that block people from entering this profession between groups of interested and not interested to become a trailer driver	21
4.8 Summary of comparison job searching channel between groups of interested and not interested to become a trailer driver	22
4.9 Factor analysis on variables influencing job selection decision among respondents who interested to become a trailer driver	23
4.10 Label each factor	23
4.11 Measuring attractiveness of recruitment poster's ending messages within the interested to become a trailer driver group	24
4.12 Differences between all possible pairs of messages	24
4.13 Preference of phone number layout and amount of content provided in recruitment poster	25

LIST OF FIGURES

Figures	Page
3.1 Research Methodology	7
5.1 Most selected phone number layout	28
5.2 Most selected amount of content provided	28



CHAPTER 1

INTRODUCTION

1.1 Introduction to the Study

Located in a center of Mainland Southeast Asia, Thailand is pursuing its position as the gateway to Asia as well as a logistic hub for ASEAN region which will create an opportunity for road transportation with almost 100 Billion Baht (Thailand Poised , 2016). However, according to Thai News Agency (2013), Thailand is currently facing shortage of truck driver profession with expected number of shortage up to 200,000 people by 2016. If the shortage continues, it will definitely affect the ultimate goal of becoming a logistic hub for ASEAN. The government sector believe that truck driving profession itself yields good return of money, approximately 20,000-30,000 Baht return a month comparing to a group of bachelor degree graduates who receive salary approximately 15,000 – 23,000 Baht. But, the reason that prevent workforce to enter into this profession is the negative perception toward this profession such as high workload and no social acceptance (Thai News Agency, 2013).

This study derived from my own interest as I work in a transportation company located in Thailand. On one side I saw a rising demand of transportation service but on the other side I experience a situation of truck driver shortage with high turnover and employee poaching. With a competitive situation on drivers, having more people with the skill and ability for this industry will give company an opportunity to choose as well as indirectly push truck drivers to develop and improve themselves in order to be selected. The question is how to increase the number of truck drivers in the market, how to attract more people to walk into this profession. And this was a beginning of this study.

1.2 Problem Statement and Research Purpose

For many years, government and logistics companies want to increase number of truck drivers in the market. Even though revenue from being a truck driver is averagely high, there is still a shortage for this workforce. The problem is lacking of a strategy or methodology to change negative perception of prospective truck drivers toward this profession.

Therefore, the purpose of this study is to identify type of message that will reestablish positive perception among prospective truck drivers. Major question the result of this study will answer is what message should the government and private sector use and reinforces in order to create better perception toward truck driver profession? To fulfill this purpose, both qualitative and quantitative research will be conducted through in-depth interview and surveys among prospective truck driver – people who have a potential to become a truck driver in the future.

1.3 Research Objectives

Definition: In Thailand, types of driving license can be divided in to Driving License under Motor Vehicle Act and Transport Personnel License under Land Transport Act. This study focuses on drivers with Transport Personnel License under Land Transport Act which can be classified into four classes - Truck & Bus Class I, Truck & Bus Class II, Truck & Bus Class III, and Truck & Bus Class IV. As this research aim to serve the solution for shortage of truck driver so that Thailand can fulfill the plan of becoming a logistic hub for ASEAN, main focus will be on increasing number of driving in class III and IV as these are the only two types of drivers who are eligible for cross border transportation.

Truck driver in this study means people who received a transport personnel license of class I, II, III, and IV. Each person is eligible for drive particular types of trucks that the license permits. For example, truck driver with class I license will not

be able to drive any types of truck that requires class II, III, or IV license such as a trailer.

Trailer Driver in this study means people who received a transport personnel license of class III and IV only; therefore, they are eligible for driving trailer or semi-trailer which are common types of vehicles for cross border transportation.

Prospective trailer driver in this study means male or female who were at the Department of Land Transport for license renewal during collection period. They must not work as a trailer driver at that time or before. Also, regardless of whether he or she could or could not drive trailer or semi-trailer, if they had not received a transport personnel license of class III and IV, they were considered as prospective truck driver.

The research objectives are described as below:

1. To generate profile of prospective trailer drivers in term of a) demographic b) attitude toward trailer driver profession c) attitude toward work and job selection and d) media consumption for job searching.
2. To evaluate perception of prospective trailer drivers toward communication messages.
3. To provide a recommendations regarding communication messages that can be applied to attract more prospective trailer driver into this profession.

CHAPTER 2

REVIEW OF LITERATURE

Throughout the literature review, the situation of truck driver shortage was presented with a summary of related research. Following by model and theory about attitude, perception, and how to changing one's perception.

2.1 Truck Driver Situation

In 2015, total number of truck registered in Thailand was 1,030,746 vehicles while total number of truck & bus driving license class III and class IV was 424,644 licenses (Transport Statistics Sub-Division, Planning Division, Department of Land Transport, 2016). The huge gap between number of truck in the market and number of driver results in a severe shortage of truck driver profession in Thailand marketplace.

Analysis of Factors Influencing the Shortage of Truck Drivers at the Industry-Level and Firm – Level investigated attitude of 150 draftees who represented a potential group of future truck drivers. The analysis aimed to study relation of attitude toward truck driver profession and the shortage as well as to explore key factors influencing the intention to enter this profession of the target group. The analysis separate respondents into two groups which is a group of draftees who wanted to apply for truck driver position and the other group opposite. The key findings of the analysis showed that a factor that was highly concerned in making a decision to join or not to join the profession was career path opportunities and job security the profession can provide. And the factor that had minimal impact was job characteristic as there was no difference in perception toward job characteristic among the two groups. Finally, the analysis recommended government and company to form a community such as truck driving profession association to consistently improve knowledge, skill, ability, and service mind of drivers in the industry and keep them grow at all time (Trakarnvachirahut, Sirisoponsilp, & Pavakanun, 2014).

2.2 Attitude and Changing

There are many definitions for “Attitude”. According to Perloff (2010, p.43), “Attitude is defined as: a learned, global evaluation of an object (person, place, or issue) that influences thought and action”. In addition, Hoyer, MacInnis, & Pieters (2013) defined that “attitude is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action. Attitudes are learned, and they tend to persist over time” (p.128). Why attitudes are important? Because, attitudes guide our thought, influence our feeling, and result in our behavior. (Hoyer, MacInnis, & Pieters, 2013)

The Cognitive Response Model is a spontaneously generated thought we have in response to a communication (Hoyer, MacInnis, & Pieters, 2013, p.132). This model believes that people own’s mental reaction to a message play a critical role in influencing their perception, even more important than the message itself. Favorable messages create positive thought and generate favorable impact called proarguments or support arguments while unfavorable messages create the opposite which is negative thought and counterarguments (Perloff, 2010, p.128).

Marketing implications applies this model by testing consumers’ cognitive responses to communication before running the ads. Then, marketers will classify the responses they receive, discover the problem of the messages, and finally adjust the messages to a better version that will reduce the counterarguments from consumers (Hoyer, MacInnis, & Pieters, 2013, p.133).

Happy Giraffe Ltd, a collective of brand specialists suggests that in order to change a negative perception of the brand – in this study considers truck driver profession as an object for the brand- there are five rules to follow which are 1) challenge negative perception as soon as they arise, 2) focus on brand values and positioning it, 3) listen to customer, 4) never get complacent but live up to your brand promise every day instead, 5) don’t expect your customer to remember you therefore communicate your message and reinforce your identity at all time. For short, to change perception, marketers should understand their target audience, know the right messages to be communicated, and develop methodology to convey the messages,

and communicate it at all time (How do you change a negative customer perception, 2014).

The Expectancy- Value Model or TORA explains how attitudes form and change. The model provides five strategies to change attitude and intention which are 1) change belief, 2) change evaluation, 3) add new belief, 4) encourage attitude formation based on imagined experience, and lastly 5) target normative beliefs (Hoyer, MacInnis, & Pieters, 2013, p.135).

Some key idea obtained from literature review was that to create positive attitude toward something, the first thing to achieve was to be liked, either by words, picture, or senses. Therefore, first impression is important. A company may plan carefully on their recruitment sign, poster, wording, or even picture on their official website to attract prospective truck driver to apply with the company. If the study could find favorable options on each element needed for recruiting advertisement, it could give recommendation to transportation companies who want to attract prospective truck drivers. Lastly, the literature review showed that a second that people's mind perceived something either through eyes, ears, nose, tongue, touch, or feeling, it judged and registered that memory into their mind. Therefore, it is more difficult to change one's attitude rather than to register the right attitude in the first place.

CHAPTER 3

RESEARCH METHODOLOGY

In order to fulfill the research objectives, exploratory and descriptive research design was conducted on both qualitative and quantitative method. The exploratory research consisted of secondary data and in-depth interviews of eight respondents while the descriptive research was conducted through survey methodology of 150 prospective truck drivers.

Figure 3.1 Research Methodology



3.1 Secondary Data

Secondary data were conducted to explore all possible psychological models in changing one's perception as well as to study some campaigns or strategies that successfully changed perceptions of their target. The data were obtained from reliable sources prior to collecting primary data, namely academic journals, consumer behavior textbook, published sources, and websites. The sources were Department of Land Transport, Department of International Trade Promotion Ministry of Commerce, Bus and Truck media, online newspaper, and brand agency articles on the internet. The secondary research was responded to objective one mentioned in the research objectives.

3.2 In-depth Interview

In-depth interviews was conducted to explore insight of prospective truck drivers on their perception toward value if their life, family, money, financial status, media consumption, good things and bad thing about being a truck driver. This qualitative research was used as supportive information on top of descriptive research. In-depth interview was piloted with three respondents, followed by five respondents. The in-depth interview was conducted on the basis until there is nothing new to find out from the interviews. This process was to answer the objective two and three mentioned in the research objectives.

3.3 Descriptive Research

The intention of descriptive research was to validate insight from secondary research and in-depth interview to come up with recommended messaging methodology for government or private sectors to develop a communication strategy that attract more prospective truck driver into truck driver profession. The quantitative research was conducted by offline questionnaires for 150 respondents (See an example of questionnaire in Appendix A). The objectives of descriptive research were to answer objective two and three mentioned in the research objectives.

3.4 Sampling Plan

This study was conducted with both qualitative and quantitative designs by using the non-probability sampling using convenience sample method due to a large number of population and time constraint. The allocation of sample size was as stated in Table 3.1.

Table 3.1 Allocation of sample size for each research methodology

Type of research	Methodology	Pre-test pilot	Sample size
1. Qualitative	In-depth interview	3 respondents	5 respondents
2. Quantitative	Survey- Questionnaire	10 respondents	150 respondents

Target Respondents: As our objectives were to investigate people who had a potential to enter a trailer driver profession, the closest groups that could do so were those who had already had driving skill. Therefore, our targeted respondents were people who can drive small car, light truck, or medium truck. An example of small car was personal cars, mini- trucks, and taxi. While an example of light trucks was pickup trucks and vans. The medium truck referred to 10-12 wheel trucks. In order to distinguish accordingly, classes of transport personnel license played a role to separate target respondents and non-targeted respondents. Target respondents were drivers of small, light, or medium truck with class I or class II of transport personnel license or drivers with a private automobile driving license. Some other criteria for selecting respondents were as below. **Gender:** Both male and female **Age:** 21 – 55 years old **Area:** Bangkok and Metropolitan Area **Type of Sampling:** Non-probability sampling using convenience sample method

3.5 Data Collection

Secondary data had been collected through academic journals, textbook, published sources, google scholar, and related websites. Credible and reliable were the two things to be considered when choosing sources of data.

In-depth interview was mostly happen by phone call during the period of December 2016 due to the inconvenience of meeting time. Prospective truck drivers normally worked during the day and had limited time to talk. The calling was normally taken place after 7:00 p.m. Three qualified respondents were recruited to conduct a pilot in-depth interview, followed by five more qualified respondents. The recruitment was take place through online sources such as searching contact on truck driver community website or Facebook pages. In addition, a snowball sampling was

applied as friend and acquaintances were asked to refer prospective truck drivers for the in-depth interview.

Survey Questionnaires will be distributed offline channel to prospective truck drivers of 150 respondents using convenience sample method. The offline questionnaires were conducted on January 2017 at locations as following:

- (1) Head Office of Department of Land Transport, Chatuchak, Bangkok
- (2) Department of Land Transport, Bangkok branch, Area 2 (around Taling Chan district)

3.6 Data Analysis

Data insights will be obtained from eight in-depth interviews. Only quantitative data from 150 completed questionnaires will be analyzed by using Statistical Package for the Social Science Program (SPSS) for frequencies, percentage, correlation, compare means, factor analysis, and nonparametric statistical test.

3.7 Theoretical Framework

As the research objective was to come up with recommendations to attract more drivers into the industry by changing attitude toward the profession itself. So, the intention to become a trailer driver was set as dependent variable. The independent variable included:

- (1) Respondents' characteristics such as education level, monthly income, and current occupation
- (2) Factors influence a decision of respondent toward their job selection
- (3) Perception toward trailer driver profession as well as perception that block them from entering into this profession
- (4) Channel that respondents used to search for a job such as TV, social media, radio, or website.
- (5) Attractiveness of recruitment poster including phone number layout, amount of information content provided, and ending messages.

3.8 Limitations of the Study

Due to time and resource constraint, this study aimed to provide a rough investigation on respondents' perception toward trailer driver profession as well as to investigate the preference on element of recruiting advertises. However there were some limitations as follow:

- 1) Samples were collected at only two locations in Bangkok where it might not cover all characteristic to represent population as people in Bangkok and people in other province may have different norms and attitude.
- 2) The non-probability sampling using convenience sample method resulted in wide-ranging in occupation of the respondents. A more conclusive research could be conducted to investigate specific occupation such as taxi driver or van driver to see if each group had an interest of becoming a trailer driver. This will allow government or private company to be able to target specific group of prospective trailer driver.

However, the limitations of this study insignificantly affected the overall results. Only that the application of the result may require further studies with bigger sample size in order to represent better insight of the target group.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results from Exploratory Research

4.1.1 Secondary Research Results

Key result received from secondary research was the idea of Cognitive Response Model. The model showed that in response to a communication, people create a spontaneously thought which could be both favorable and unfavorable. The spontaneously favorable thought will create a favorable impact to one's mind and the unfavorable will create the opposite. This is why it's important for a brand to be likable.

According to the previous study of truck driver shortage, it's not only the image of the job that blocks people from entering the career but also the lack of knowledge and understanding. There was a suggestion to the government to form a community such as truck driving profession association to consistently improve knowledge, skill, ability, and service mind of drivers in the industry and keep them grow at all time.

4.1.2 In-depth Interview Results

Eight in-depth interviews consisted of two executive drivers, two van drivers, two pickup truck owners, one unemployed, and a 10-wheel truck driver. Respondents were asked if they can choose any type of job, would they choose to do what they are doing. The answers were almost yes. But this was not because they really loved what they were doing but because they didn't know what they were good at and they get used to their current occupation as it had already become their comfort zone. Only one person said he loved to service people and therefore being a van driver for tourists made him happy and enjoy his work. When asking what they expect from their job, the most repeated word was "Freedom". A few interviewees thought about their future for the next five to ten years from now and have already planned what they will do after retirement such as forming up a small car wash business. However, Most will go back and stay at their hometown.

They think being a trailer driver would allow them to travel a lot; to get to see the world and new places; to make as much money as their hardworking. Some common negative perception was time constraint. They think being a trailer driver would consume all their time, most of the time had to be on the road instead of being with family. Some mentioned about drugs and fierce driving behavior. Most of them think they were not eligible to work as a trailer driver because they did not know how to drive and they did not have an ambition to learn driving it. When digging down if they knew the wages received for trailer driver profession, most of them estimated that it was a lot around 25,000-40,000 Baht. However, as reason given before, they were not interest to become a trailer driver still.

Friends, cousin, and family had quite influence on these people in most aspect. Some select their work by recommendation of their friends and cousin. There was a kind of sentences like, “my friends said this job is good” or “my friends recommend me to” during the interview.

For information channel, most of them own a smart phone but some did not connect to the internet because they did not want to pay for the internet fee. An application that majority had was LINE application and Facebook. To search for news and daily updates, only one person look at website such as sanook.com and one person listened to the radio. The rest seems to not care so much about news or daily update.

In summary, the respondent of the in-depth interviews were not sure what they needed in life but most of them surly needed freedom. That is why they think being a trailer driver consumed their time to be with family and live a life. Besides, they think it was difficult to drive big truck or even to pass and exam and get a driving license for this special type of vehicle. Other people such as friends and relatives seemed to have an influence of their mind and result in their belief. These people rarely have plan for their retirement. They were quite positive that when they got old, they would just go back to their hometown and stay there happily and peacefully. With that belief, they were not interested to go for a higher pay job but harder working condition like a trailer driver profession.

4.2 Results from Descriptive Research Surveys

4.2.1 Summary of Respondent Profile

Collected data were analyzed by using Statistic Package for Social Sciences (SPSS). From 158 respondents, 97% were male and 3% were female. Majority or 82% aged between 25-44 years old and 46% are married. Occupation of the respondents were classified into two main categories which were 1) occupation related to driving a vehicle and 2) occupation not related to driving a vehicle in which the proportion were 54% and 45% respectively. While 25% of the respondents had a high school education, there were 41% had lower education than high school, 31% higher education than high school, and 3% stated other. 67% had an average monthly income less than 20,000 THB while 29% had higher and 4% were not willing provide the information. The data also showed that 6% of the respondents had bus & truck driving license class III and class IV which means they were eligible to drive a trailer. On the other hand, there were 93% who had other types of driving license in which there had not yet been eligible to drive a trailer and 1% did not have any driving license. (See table 4.1).

Table 4.1 Summary of respondents' demographic (n=158)

Demographic Characteristics		Frequency	Percent
Gender	Male	153	97
	Female	5	3
Age	15-24	13	8
	25-34	68	43
	35-44	61	39
	35-59	14	9
	More than 60	2	1
Status	Single	69	44
	Married	73	46
	Divorced	16	10
Occupation	Related to driving a vehicle	86	54
	Not related to driving a vehicle	72	45

Education	Below sixth grade	5	3
	Sixth grade	23	15
	Ninth grade	37	23
	High School	39	25
	College	29	18
	Undergraduate	20	13
	Others	5	3
Income (THB/month)	Less than 9,000	13	8
	9,001-14,999	31	20
	15,000-19,999	62	39
	20,000-29,999	33	21
	30,000-39,999	9	6
	More than 40,000	3	2
	No Answer	7	4
Type of Driving License	Private Automobile	63	40
	Truck & Bus Class I	28	18
	Truck & Bus Class II	55	35
	Truck & Bus Class III	7	4
	Truck & Bus Class IV	3	2
	None	2	1

Among the 158 respondents, 31 or 20% of respondents were interested to become a trailer driver, 110 or 70% were not interested, and 17 or 10% did not answer. Looking at the first two groups- interested and not interested, table 4.2 showed the frequency and the percentage among each group on three aspects which were occupation, education level, and monthly income. (See table 4.2).

In term of occupation, 65% of respondents who said they were interested to join trailer driver profession had already worked as a driver in other field. However, the correlation seems to be small relationship between occupation and the interest of becoming a trailer driver as correlation coefficient between two variables was -0.08 , ($p < 0.372$, two-tailed). In term of education level, correlation between education

level and the interest of becoming a trailer driver were -0.11 and seemed to be a small relationship as well ($p < 0.190$, two-tailed). This implied that the higher interest of becoming a trailer driver, the lower education level it tended to be. Lastly, in term of monthly income, the higher interest of becoming a trailer driver, the lower their current monthly income as the correlation coefficient between the two variables were -0.13, ($p < 0.141$, two-tailed).

Table 4.2 Summary of respondents with regard to the interest of becoming a trailer driver (n=141)

Are you interested in becoming a trailer driver?		Not Interested (n=110)		Interested (n=31)	
		Count	%	Count	%
Occupation	Related to driving a vehicle	55	50	20	65
	Not related to driving a vehicle	55	50	11	35
Education	Below 6th grade	3	3	2	6
	6th grade	16	15	6	19
	9th grade	26	24	7	23
	High School	29	26	6	19
	College	21	19	6	19
	Undergraduate	15	14	2	6
	others	0	0	2	6
Income (THB/month)	No Answer	1	1	3	10
	Less than 9,000 Baht	8	7	3	10
	9,001-14,999	19	17	8	26
	15,000-19,999	46	42	10	32
	20,000-29,999	29	26	3	10
	30,000-39,999	6	5	2	6
	More than 40,000	1	1	2	6

Look into factors affected a decision making on job selection, the high influential factors were Money (4.21), Skill they had (4.21), and Opportunity to be

entrepreneur (4.14). While the medium influential factors were Freedom (4.06), Workplace closes to their house (4.06), and Suggestion from friends and acquaintance (4.04). The other eight factors were not quite influential to making a decision regarding job selection of the respondents. (See table 4.3).

Table 4.3 Factors influence a decision on job selection (n=141)

Factors	Strongly not Influence	Not Influence	Quite not Influence	Quite Influence	Influence	Strongly Influence	Mean	SD
Money	2	5	38	38	32	26	4.21	1.21
Skill had	0	12	25	44	41	19	4.21	1.15
Opportunity to be entrepreneur	0	14	16	57	43	11	4.14	1.05
Freedom	0	12	36	42	34	17	4.06	1.15
Close to house	2	9	30	49	39	12	4.06	1.1
Friends & acquaintance	2	12	25	50	43	9	4.04	1.1
Preference	2	12	33	49	31	14	3.97	1.15
Limitation in education level	1	18	31	45	33	13	3.92	1.18
Allow to have time with family	6	12	33	47	31	12	3.86	1.23
Better career path	3	17	33	49	32	7	3.78	1.13
Knowledge had	5	19	31	42	36	8	3.77	1.23
Desired job	7	24	28	51	20	11	3.6	1.28
Acceptant level in society	4	20	50	46	16	5	3.46	1.07
Parent	12	26	36	46	15	6	3.31	1.25

Refer to table 4.2, respondents were divided into two groups - one was interested to become a trailer driver (n=31) and the other one was not (n=110). Independent-sample T test was conducted to compare mean and to see if there was any differences regarding factors influencing job selection between the two groups. The analysis indicated significantly different factors between the two groups were money, freedom, distance to house, skill had, preference, and opportunity to be

entrepreneur. Interested to become a trailer driver seemed to have higher influence on the aforementioned factors in their job selection than the not interested to become a trailer driver. (See table 4.4).

Table 4.4 Summary of comparison factors influence a decision on job selection between groups of interested and not interested to become a trailer driver (n=141) (95% Confidence Interval, p value \leq 0.05) (Using 6-point Likert scale)

Statements	Mean of Interested Group (n=31)	Mean of Not Interested Group (n=110)	t	p-value	Interpretation
1. Money	4.90	4.02	3.75	0.000	S
2. Freedom	4.65	3.89	3.33	0.001	S
3. Close to house	4.58	3.92	3.03	0.003	S
4. Skill had	4.84	4.04	3.58	0.000	S
5. Knowledge had	4.13	3.67	1.59	0.119	NS
6. Preference	4.45	3.84	2.68	0.008	S
7. Friends & acquaintance	4.35	3.95	1.80	0.074	NS
8. Limitation in education level	4.16	3.85	1.11	0.272	NS
9. Allow to have time with family	4.03	3.81	0.89	0.373	NS
10. Parent	3.45	3.27	0.70	0.485	NS
11. Desired job	3.90	3.53	1.45	0.149	NS
12. Acceptant level in society	3.61	3.42	0.76	0.447	NS
13. Better career path	4.13	3.69	1.90	0.058	NS
14. Opportunity to be entrepreneur	4.55	4.04	2.42	0.016	S

4.2.2 Perception Evaluation

From table 4.5, respondents seemed to quite agree with the statement that trailer driver profession was a profession for people who were highly responsible [mean = 3.99], the profession was challenging [mean = 3.77], and people who worked as a trailer drivers get to travel a lot [mean = 3.77].

Table 4.5 Overall evaluation of perception toward trailer driver profession
(n=141, 6-point Likert scale)

You Think Trailer Driver Profession is....	Mean	SD
For highly responsible people	3.99	1.03
Get to travel and meet a lot of people	3.77	0.96
Challenging	3.77	1.1
Secured job	3.68	1.02
Better pay than driving other types of truck	3.65	1.04
Safer than other driving types of truck	3.59	0.95
Freedom	3.57	1.04
Not a favorable job in society	3.57	1.21
Labor oriented	3.17	1.28
Unhealthy	2.97	1.35
Uncertain working time	2.95	1.27
No time for family	2.95	1.31
Uncertain amount of income each month	2.86	1.24
Risky	2.64	1.31

Interested to become a trailer driver had higher positive perception toward this profession than the other group. Two groups of respondents were significantly different in positive perceptions toward trailer driver profession while negative perceptions seemed to be quite not different. As shown in table 4.6, the statements number one to seven about trailer driver profession were presented in a positive sense and all of them had $p\text{-value} < 0.05$. While the statements number eight to fourteen were presented in a negative sense and all of them had $p\text{-value} > 0.05$. The biggest difference between these two groups was an attitude that trailer driver profession was challenging ($t\text{-score} = 3.30$) and the least different was an attitude that this profession was labor oriented ($t\text{-score} = -1.32$).

Table 4.6 Summary of comparison the perception toward trailer driver profession between groups of interested and not interested to become a trailer driver (n=141) (95% Confidence Interval, p value \leq 0.05) (Using 6-point Likert scale)

Statements	Mean of Interested Group (n=31)	Mean of Not Interested Group (n=110)	t	p-value	Interpretation
1. Better pay than driving other types of truck	4.06	3.54	2.54	0.012	S
2. Safer than other driving types of truck	4.03	3.46	3.03	0.003	S
3. Freedom	4.00	3.45	2.68	0.008	S
4. Get to travel and meet a lot of people	4.23	3.65	3.06	0.003	S
5. Challenging	4.32	3.61	3.30	0.001	S
6. For highly responsible people	4.45	3.85	2.93	0.004	S
7. Secured job	4.03	3.58	2.19	0.030	S
8. Not a favorable job in society	3.61	3.56	0.20	0.842	NS
9. Labor oriented	2.90	3.25	-1.32	0.188	NS
10. Uncertain working time	2.71	3.02	-1.19	0.234	NS
11. No time for family	2.94	2.95	-0.07	0.943	NS
12. Uncertain amount of income each month	2.74	2.89	-0.59	0.556	NS
13. Unhealthy	2.97	2.97	-0.01	0.986	NS
14. Risky	2.61	2.65	-0.12	0.903	NS

Not interested to become a trailer driver had higher perception on the statement that they dislike to work in this profession. Also, they were quite sure that their knowledge and skill was not match with the job and that driving a trailer was not their desired job. Besides these three perceptions, other obstacles that blocked respondents from entering into trailer driver profession were not significantly different. (See table 4.7).

Table 4.7 Summary of comparison negative perception that block people from entering this profession between groups of interested and not interested to become a trailer driver (n=141) (95% Confidence Interval, p value \leq 0.05)

Statements	Mean of Interested Group (n=31)	Mean of Not Interested Group (n=110)	t	p-value	Interpretation
1. My current job yields more money	3.61	3.52	0.40	0.684	NS
2. I feel this job doesn't have freedom	3.84	3.80	0.17	0.858	NS
3. I'm not sure if I can drive a trailer	3.87	3.93	-0.23	0.817	NS
4. I don't have a drivers' license for trailer	4.16	4.10	0.23	0.812	NS
5. It is difficult to pass the driving test to get a license	3.97	4.00	-0.13	0.895	NS
6. I don't like this profession	3.55	4.08	-2.38	0.018	S
7. My current job is stable and secured enough that I don't want to risk a new job	3.55	3.94	-1.58	0.116	NS
8. It doesn't match my knowledge and skill	3.68	4.16	-2.25	0.025	S
9. It's required high responsibility to do this job	4.06	4.19	-0.57	0.569	NS
10. I want to have time to be with family	4.39	4.37	0.06	0.946	NS
11. It is not my desired job	3.81	4.42	-2.57	0.011	S

4.2.3 Communication Evaluation

In the aspect of job searching channel, interested to become a trailer driver had higher interest in looking at the company website and going directly to the company in order to search for job vacancy. For other channels such as radio, TV, and social media, the two groups were not significantly different. (See table 4.8).

Table 4.8 Summary of comparison job searching channel between groups of interested and not interested to become a trailer driver (n=141) (95% Confidence Interval, p value \leq 0.05)

Statements	Mean of Interested Group (n=31)	Mean of Not Interested Group (n=110)	t	p-value	Interpretation
1. Radio	2.94	2.95	-0.06	0.948	NS
2. TV	3.39	3.21	0.72	0.471	NS
3. Roadside Ads	3.26	3.15	0.50	0.618	NS
4. Company website	3.52	2.97	2.31	0.022	S
5. Other website	3.35	3.01	1.49	0.137	NS
6. Job searching website	3.48	3.09	1.55	0.122	NS
7. Social media	3.81	3.96	-0.69	0.492	NS
8. Friends & Acquaintance	3.94	3.74	0.87	0.385	NS
9. Direct to the company	3.97	3.42	2.23	0.027	S

Factor analysis was conducted to analyze fourteen variables influencing job selection decision among respondents who interested to become a trailer driver. Using Principal Axis Factoring as an extraction method yielded reproduced correlations value of 10.0% and Kaiser-Meyer-Olkin Measure of Sampling Adequacy or KMO of 0.779 and using rotation converged in 14 iterations. Total of five components was created with factor score of each as shown in table 4.9 (See table 4.9).

The first component had high factor score in money and freedom, so it was labeled as “Financially and Time Independent”. The second component had high factor score in society acceptance, desired job, good career path, and opportunity to be entrepreneur, hence, labeling as “Dream Career”. The third component had a single factor score which was friends and acquaintance - labeling as “Peer Influence”. Due to small factor score, the fourth and fifth components were not taken into the analysis. (See table 4.10).

Table 4.9 Factor analysis on variables influencing job selection decision among respondents who interested to become a trailer driver (n=31)

Factors influence job selection	Factor				
	1	2	3	4	5
1. Money	.672				
2. Freedom	.633				
3. Close to house				-.569	
4. Skill had	.370				.464
5. Knowledge had					.477
6. Preference			.447		.376
7. Friends & acquaintance			.920		
8. Limitation in education level			.472		
9. Allow to have time with family					
10. Parent		.573			
11. Desired job		.637			
12. Acceptant level in society		.760			
13. Better career path		.582			
14. Opportunity to be entrepreneur		.545			

Table 4.10 Label each factor

Factor	Variables	Label
1	Money & Freedom	Financially and Time Independent
2	Society acceptance & Desired job & Good career path & Opportunity to be entrepreneur	Dream career
3	Influence by Friends & acquaintance	Peer Influence

Testing six posters with different ending messages, the same group of 24 interested to become a truck driver was asked to rank the attractiveness of the message. A nonparametric statistical test was conducted and the result showed a Chi-Square value of 38.833 and a p value of .000. This result meant that at least one ranking for one message was different from at least one other. By simply look at mean rank in table 4.11, message 4 had a lower ranking than the other five messages. Message 3, 4, and 5 were obviously superior to message 1, 2, and 6. But, the ranking of message 4 was not much lower than the ranking for message 3 and 5 (See table 4.11).

Table 4.11 Measuring attractiveness of recruitment poster's ending messages within the interested to become a trailer driver group (n=24)

Attractiveness of Ending	Mean Rank	Std. Deviation	Minimum	Maximum
M1. No emphasis	5.167	1.09014	2.00	6.00
M2. Open for many positions	4.167	1.27404	1.00	6.00
M3. Urgent!	2.875	.85019	1.00	4.00
M4. Urgent! + Open for many position	2.333	1.43456	1.00	6.00
M5. Immediate result	2.708	1.89918	1.00	6.00
M6. Urgent!+Limited Position	3.750	1.77544	1.00	6.00

A Wilcoxon Signed Ranks Test was conducted to see the differences between all possible pairs of messages, all together 15 pairs with a critical p-value $\leq .0033$. Result from table 4.12 showed that message 4 were superior to message 3 but was not significantly different from each other as $Z = -1.509^b$, p value of 0.131. Also, message 4 were superior to message 5 but was not significantly different either as $Z = -0.618^b$, p value of 0.536. (See table 4.12).

Table 4.12 Differences between all possible pairs of messages (n=24, p value ≤ 0.003)

	M2 - M1	M3 - M1	M4 - M1	M5 - M1	M6 - M1	M3 - M2	M4 - M2	M5 - M2	M6 - M2	M4 - M3	M5 - M3	M6 - M3	M5 - M4	M6 - M4	M6 - M5
Z	-2.624 ^b	-4.097 ^b	-4.014 ^b	-3.453 ^b	-2.773 ^b	-3.137 ^b	-3.674 ^b	-2.546 ^b	-.951 ^b	-1.509 ^b	-.578 ^b	-2.044 ^c	-.618 ^c	-2.356 ^c	-1.780 ^c
Asymp. Sig. (2-tailed)	.009	.000	.000	.001	.006	.002	.000	.011	.342	.131	.563	.041	.536	.018	.075

All 141 respondents were asked to select the most preferable option of phone number layout and amount of content provided in a recruitment poster. The most preferable option for phone number layout was option 4 with 64% of not interested group and 45% of interested group selecting it. For amount of content, majority of both groups selected option 4 with selecting proportion of 66% of not interested group and 52% of interested group. (See table 4.13).

Table 4.13 Preference of phone number layout and amount of content provided in recruitment poster (n=131)

Are you interested in becoming a trailer driver?		Not Interested (n=110)		Interested (n=31)	
		Count	%	Count	%
Phone Number Layout	No Selection	1	.9	3	9.7
	Option 1	4	3.6	1	3.2
	Option 2	16	14.5	8	25.8
	Option 3	19	17.3	5	16.1
	Option 4	70	63.6	14	45.2
Amount of Content Provided	No Selection	0	0.0	3	9.7
	Option 1	3	2.7	1	3.2
	Option 2	3	2.7	2	6.5
	Option 3	32	29.1	9	29.0
	Option 4	72	65.5	16	51.6

The correlation between preference of both questions and the interest of becoming a trailer driver seems to be a weak relationship. The correlation between preference of phone number layout and the interest of becoming a trailer driver was -0.138, ($p < 0.108$, two-tailed). For amount of content provided, the correlation was -0.096, ($p < 0.264$, two-tailed). Therefore, there was not much difference in preference of both phone number layout and the amount of content in advertised poster between respondents who interested to become and who were not interested to become a trailer driver.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

5.1.1 Summary of Respondent Profile

Majority of the respondents were male aged between 25-44 years old. There were only five females at the locations. All of the five females stated that they were not interested to become a trailer driver. However, five females were very small samples, we could not conclude that all female were not interested to become a trailer driver but we could only conclude that male has higher percentage of becoming a trailer driver.

Also, people who had already worked as a driver or related to driving seem to have a little higher interest of becoming a trailer driver. This logic applied to education and monthly income as well. Those who had lower education and lower monthly income seem to have a little higher interest of becoming a trailer driver. However, the relationships were very small and therefore, current occupation, education, and monthly income played a small role in reflecting if a person wanted to become a trailer driver or not.

When selecting a job, the interested and not interested group seemed to have different standard in term of salary, skill they have, degree of freedom in life, the convenience of traveling to work, and the opportunity to grow and own a business themselves. We could conclude that the interest group seem to concern more about these factors when selecting a job than the not interest group.

5.1.2 Perception Evaluation

Perception toward trailer driver profession was divided into positive and negative. When looking at positive aspect, it was significantly different between a group of respondents who interested to become a trailer driver and another group who not interested. The first group obviously had higher positive perception toward each aspect than the second group. However, when looking at negative aspect of being a

trailer driver, there was minimal difference between the two groups. This means that even though the negative aspects of being a trailer driver were explicitly known by both groups, people who were still interested to join the profession were the ones who either knew more or appreciated more on a positive side that this job characteristic provided such as challenging task and getting to travel and meet new people.

Also, according to the Cognitive Response Model mentioned in chapter two, the feeling toward this profession played an important role in blocking people to enter the profession. When people saw or knew about something that they dislike about this profession, they generated unfavorable feeling about it. And later on this unfavorable feeling created negative thought or counterargument, as called by the Cognitive Response Model. The higher the negative thought, the less chance of entering the profession. On the other hand, the higher the positive thought, the higher chance they will join.

5.1.3 Communication Evaluation

Even though many communication channels were provided in this study, all channels had minimal influence on all target. Therefore, it would be better to conduct another research to find a more effective channel to communicate with target group.

From the study, there were three characteristics out of 14 reasons people used to select their job which are 1) Financially and Time Independent, 2) Dream Career, and 3) Peer Influence. A strategy for communication message could use either one or all three to capture attention and create favorable feeling among prospective trailer drivers.

The study measured attractiveness of recruitment poster on ending messages, phone number layout, and amount of content to provide. The ending messages that appeal the most among a group of respondents who interest to join the profession was “Urgent! + Open for many positions”. Second rank went to “Immediate Result”. And the word “Urgent!” alone got the third rank. The word “Open for many positions” alone got the first next to last rank. In this case, it showed that people like a sense of urgency more. But, the urgency alone was not attractive enough. An emphasis on

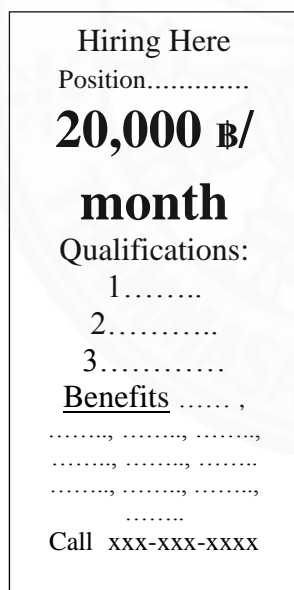
higher chance getting it, like the words “open for many positions”, will help raise attractiveness to the first rank.

For phone number layout and the amount of content to provide, these are the options that got selected the most for each point. The bigger the phone number text, the better. And the more complete content, the better.

Figure 5.1 Most selected phone number layout



Figure 5.2 Most selected amount of content provided



5.2 Recommendations

The objective of this study was to come up with recommendations regarding communication messages that can be applied to attract more prospective trailer drivers. Here are the recommendations created from the result of this study.

5.2.1 Always state urgency and availability in recruitment advertising

A traditional way for a company to recruit driver is by putting up a big recruitment poster in front the company themselves. The study implied that in order to make prospective trailer interested to read and get the message, it is better to state the urgency and availability. For example, putting up the word Urgent! As well as stating Open for many position. Also, some company may advance their recruitment channel to online such as their own website or their official Facebook page. The idea of phone layout, amount of content, and ending words can also be applied when conduct a program.

5.2.2 Keep inserting and emphasizing on positive aspects of the profession

As mentioned in the conclusion, positive perception is one of the key differences to bring people into this profession. Therefore, a recommendation is to focus on good sides of this job, inject good information, and create appreciation on this profession. Because people already know about a bad or negative side this profession could generate. News or newspaper always broadcast about bad habits or accident but they rarely talk about what the positive things this profession provides. The emphasis could be on income and time, or make it a dream career and create sense of prestige into the profession. Strongly positive aspects were challenging, responsibility type of job, and safety of driving trailer compared to driving other types of truck. However, channels to communicate will require further study to validate effective channel for this target group.

REFERENCES

- How do you change a negative customer perception of your brand.* (2014). Retrieved October 23, 2016, from <http://www.happy-giraffe.com/our-thoughts/changing-negative-customer-perception-of-your-brand>
- Hoyer, W., MacInnis, A., & Pieters, R. (2013). *Consumer Behavior*. Singapore: Cengage Learning.
- Perloff, R. (2010). *The dynamics of persuasion: Communication and attitudes in the 21st century*. New York and London: Taylor & Francis.
- Thai News Agency (2013). *สิ่งที่ยอมรับทุก ขาดแคลนหนัก 1.4 แสนคน*. Retrieved October 3, 2016, from http://www.mcot.net/site/content?id=51f11628150ba0a50a000260#V_g_6uCLTI
- Thailand poised to emerge as ASEAN logistics center. (2016). Retrieved October 3, 2016, from <http://aircargoworld.com/thailand-poised-to-emerge-as-asean-logistics-center>
- Trakarnvachirahut, P., Sirisoponsilp, S., & Pavakanun, U. (2014). Analysis of factors influencing the shortage of truck Drivers at the Industry-Level and Firm – Level. *WMS Journal of Management, Walailak University*, 11-28.
- Transport Statistics Sub-Division, Planning Division, Department of Land Transport. (2016). *The Number of Driving Licenses and Transport Personnel Licenses Classified by Type As of 30 December 2015*, Retrieved from http://apps.dlt.go.th/statistics_web/statistics.html
- Transport Statistics Sub-Division, Planning Division, Department of Land Transport. (2016). *The Number of Vehicle Registered in Thailand as of 31 December 2015*, Retrieved from http://apps.dlt.go.th/statistics_web/statistics.html

APPENDICES



APPENDIX A

Questions guide for in-depth interview

Objectives	Sample Research Questions
<p>1) To explore demographic of prospective truck driver</p> <ul style="list-style-type: none"> - ultimate goals in their life - family life - money and financial status - their body and health - work and job selection 	<ul style="list-style-type: none"> • Age, gender, current profession, status, living area • What is your life goal in the next 2-3 years? • What do you consider is a threat in your life? • What is your life goal in the next 2-3 years? • How much money do you want to make a month? • How much do you make now? • Do you have credit card? How many? • Are you in debt? How much? • How often do you exercise a week? • Do you have any health condition? What is it? • Are you considered a healthy person? How? • If you can choose to do any occupation, what will it be? And why? • On a scale of 1-6, are you happy with your work? Why? • What is your strength and weakness?
<p>2) To understand the underling negative attitudes toward truck driver profession in Thailand</p>	<ul style="list-style-type: none"> • Have you ever considered being a truck driver? • What do you think is a good and bad thing of being a truck driver? • What is it that you dislike about truck about? • Do you know how much money a truck driver makes per month? • If yes, how much do you think they can make a month? • If not, do you think xxx baht a month is considered a good pay job? • Have you ever considered being a truck driver? • If not, why?

<p>3) To explore media that prospective truck drivers connect with job selection</p>	<ul style="list-style-type: none"> • Which media channel do you normally receive information? • On a scale of 1-6, how reliable do you feel it is? • On a scale of 1-6, rate how you trust each of these channel <ul style="list-style-type: none"> ○ Friends & relatives ○ Facebook ○ TVC ○ Newspaper
<p>4) To evaluate perception toward communication messages in the aspect of intention to join truck driver profession</p>	<ul style="list-style-type: none"> • How did you end up with your current occupation? • On a scale of 1-6, what level do you think each factors have an effect on your decision making? <ul style="list-style-type: none"> ○ The company ○ Salary ○ Opportunity to grow

APPENDIX B

Survey

Questionnaire: Factors That Will Create Positive Perception toward Trailer Driver Profession In Thailand

The purpose of this survey is for an independent study conducted by students of Master's Degree Program in Marketing (MIM), Thammasat University. It should take no longer than 10 minutes to complete. Your responses are essential to this research, and will be treated confidentially. If you have any question, please contact K.Sirima Tel.061-462-6465. Thank you ☺

Section A: Screening questions

1) What type of driving license do you have? (You can select more than one choice)

- | | |
|---|---|
| <input type="checkbox"/> Private Automobile | <input type="checkbox"/> Truck & Bus Class III |
| <input type="checkbox"/> Truck & Bus Class I | <input type="checkbox"/> Truck & Bus Class IV |
| <input type="checkbox"/> Truck & Bus Class II | <input type="checkbox"/> None (End of the survey) |

2) Have you ever work as a trailer driver before?

- | | |
|--|-----------------------------|
| <input type="checkbox"/> Yes (End of the survey) | <input type="checkbox"/> No |
|--|-----------------------------|

3) Do you know anybody who work as a trailer driver?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

Section B: Perception toward job selection

4) What is your current occupation?

- | | |
|--|--|
| <input type="checkbox"/> Taxi driver | <input type="checkbox"/> Office worker |
| <input type="checkbox"/> Van driver | <input type="checkbox"/> Government officer |
| <input type="checkbox"/> Executive driver | <input type="checkbox"/> State enterprise |
| <input type="checkbox"/> Freelance (Pickup truck owner) | <input type="checkbox"/> Business owner/ freelance |
| <input type="checkbox"/> Freelance (6-10 wheels truck owner) | <input type="checkbox"/> Unemployed |
| <input type="checkbox"/> truck driver in a company | <input type="checkbox"/> Other, specify _____ |

5) Please rate your satisfaction level toward your current job (Please ✓ the best answer)

Very unhappy
 Unhappy
 Somewhat unhappy
 Happy
 Somewhat happy
 Very Happy

6) If you can choose anything, would you still select this occupation?

Yes, because _____
 No, because _____

7) How influential these factors affecting your decision on job selection?

(Please ✓ the best answer)

Factors affecting job selection	Strongly not Influence (1)	Not Influence (2)	Quite not Influence (3)	Quite Influence (4)	Influence (5)	Strongly Influence (6)
1. Money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Freedom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Close to house	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Skill had	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Knowledge had	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Preference	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Friends & acquaintance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Limitation in education level	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Allow to have time with family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Parent	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. Desired job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Acceptant level in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Better career path	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Opportunity to be entrepreneur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8) How much do you receive information about recruitment through these channels?

(Please ✓ the best answer)

Channels for job searching	Strongly not Influence (1)	Not Influence (2)	Quite not Influence (3)	Quite Influence (4)	Influence (5)	Strongly Influence (6)
1. Radio	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. TV	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Roadside Ads	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Company website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Other website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. Job searching website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Social media	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Friends & Acquaintance	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Direct to the company	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section C: Perception toward trailer driver profession

9) Please rate level of agreement for the following statement about being a trailer driver. (Please ✓ the best answer)

Being a trailer driver is.....	Totally disagree (1)	Disagree (2)	Somewhat disagree (3)	Somewhat agree (4)	Agree (5)	Totally agree (6)
1. Better pay than driving other types of truck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. Safer than other driving types of truck	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. Freedom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. Get to travel and meet a lot of people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. Challenging	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. For highly responsible people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. Secured job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. Not a favorable job in society	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
9. Labor oriented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. Uncertain working time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. No time for family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. Uncertain amount of income each month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. Unhealthy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. Risky	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10) Do you think how much money a truck driver can make a month?

- Below 9,000 Baht
 9,001-14,999 Baht
 15,000-19,999 Baht
 20,000-29,999 Baht
 30,000-39,999 Baht
 Above 40,000 Baht

11) Are you interested to become a trailer driver in the future?

- Yes, because _____
 No, because _____

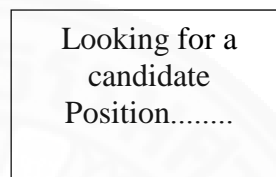
12) Please rate level of agreement for the following statement about why people not entering this profession. (Please ✓ the best answer)

Not interested to become a trailer driver because.....	Totally disagree (1)	Disagree (2)	Somewhat disagree (3)	Somewh at agree (4)	Agree (5)	Totally agree (6)
1. My current job yields more money	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. I feel this job doesn't have freedom	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. I'm not sure if I can drive a trailer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. I don't have a drivers' license for trailer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. It is difficult to pass the driving test to get a license	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. I don't like this profession	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
7. My current job is stable and secured enough that I don't want to risk a new job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
8. It doesn't match my knowledge and skill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

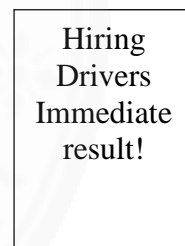
9. It's required high responsibility to do this job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
10. I want to have time to be with family	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
11. It is not my desired job	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Section D: Feeling toward communication

13) Which poster will you choose to read first (Please rank 1-4)



14) Which poster will you choose to read first (Please rank 1-6)



15) Please ✓ your most favorite picture (Select only one picture)



Option 1

Option 2

Option 3

Option 4

16) Please ✓ your most favorite picture (Select only one picture)

<p>Hiring Here Position.....</p> <p><u>Nice Pay</u></p> <p>Call xxx-xxx-xxxx</p>	<p>Hiring Here Position.....</p> <p><u>Nice Pay</u> <u>Many</u> <u>Benefits</u></p> <p>Call xxx-xxx-xxxx</p>	<p>Hiring Here Position.....</p> <p>20,000฿/ month</p> <p><u>Benefits</u> , , , ,</p> <p>Call xxx-xxx-xxxx</p>	<p>Hiring Here Position.....</p> <p>20,000 ฿/ month</p> <p>Qualifications: 1..... 2..... 3.....</p> <p><u>Benefits</u> , , ,</p> <p>Call xxx-xxx-xxxx</p>
---	---	---	--

- Option 1
 Option 2
 Option 3
 Option 4

Section E: Personal Information

18) What is your age?

- Less than 15 years old
- 15-24 years old
- 25-34 years old
- 35-44 years old
- 45-59 years old
- 60 years old and over

19) What is your gender?

- Male
- Female

20) What is your status?

- Single
- Married
- Divorced
- Others, please specify _____

21) How many children do you have ? _____ persons

22) Currently, who are your children living with ?

With me

with relatives

Others. specify _____

23) What is the highest degree or level of education you have completed?

Below 6th grade

College

6th grade

Undergraduate

9th grade

Others. specify _____

High School

24) What is your monthly personal income?

Below 9,000 Baht

9,001-14,999 Baht

15,000-19,999 Baht

20,000-29,999 Baht

30,000-39,999 Baht

Above 40,000 Baht

Thank you for your time ☺

APPENDIX C

Project Timeline

Activities	Time Period
1. Identify interested topic	5th – 23th September 2016
2. Proposal development	23th September – 14 December 2016
3. Secondary research	23th September - 15 December 2016
4. In-depth interview - Question design - In-depth interview conduct	1th December - 15th December 2016 20th December -31th December 2016
5. Questionnaire - Questionnaire design - Data collection - Data analysis and interpretation	15th December - 20th December 2016 1st January - 25th January 2017 25th January - 16th February 2017
6. Final report - Writing - Review, finalize, and Submission	1st March -30th March 2017 1st April - 7th April 2017

APPENDIX D

Transport Personnel License under Land Transport Act

Type of Driving licenses
A. Total Driving License under Motor Vehicle Act
<ol style="list-style-type: none"> 1. ใบอนุญาตขับรถยนต์ส่วนบุคคลชั่วคราว Private Automobile (Temporary) 2. ใบอนุญาตขับรถยนต์สามล้อส่วนบุคคลชั่วคราว Private Motor Tricycle (Temporary) 3. ใบอนุญาตขับรถจักรยานยนต์ชั่วคราว Motorcycle (Temporary) 4. ใบอนุญาตขับรถยนต์ส่วนบุคคลหนึ่งปี Private Automobile (One Year) 5. ใบอนุญาตขับรถยนต์สามล้อส่วนบุคคลหนึ่งปี Private Motor Tricycle (One Year) 6. ใบอนุญาตขับรถจักรยานยนต์หนึ่งปี Motorcycle (One Year) 7. ใบอนุญาตขับรถยนต์ส่วนบุคคล Private Automobile (Five Years) 8. ใบอนุญาตขับรถยนต์สามล้อส่วนบุคคล Private Motor Tricycle (Five Years) 9. ใบอนุญาตขับรถจักรยานยนต์ Motorcycle (Five Years) 10. ใบอนุญาตขับรถยนต์ส่วนบุคคลตลอดชีพ Private Automobile (Life) 11. ใบอนุญาตขับรถยนต์สามล้อส่วนบุคคลตลอดชีพ Motor Tricycle (Life) 12. ใบอนุญาตขับรถจักรยานยนต์ตลอดชีพ Motorcycle (Life) 13. ใบอนุญาตขับรถยนต์สาธารณะ Public Automobile 14. ใบอนุญาตขับรถยนต์สามล้อสาธารณะ Public Motor Tricycle 15. ใบอนุญาตขับรถจักรยานยนต์สาธารณะ Public Motorcycle 16. ใบอนุญาตขับรถระหว่างประเทศ International Driving license 17. ใบอนุญาตขับรถบดถนน Tractor 18. ใบอนุญาตขับรถแทรกเตอร์ Tractor Driving license 19. ใบอนุญาตขับรถใช้งานเกษตรกรรม Farm Vehicle Driving license 20. ใบอนุญาตขับรถอื่นๆ Others Driving license
B. Total Transport Personnel license under Land Transport Act
<ol style="list-style-type: none"> 1. ผู้ขับรถ Driver license <ul style="list-style-type: none"> แยกเป็น - ชนิดที่ 1 Truck & Bus (Class I) - ชนิดที่ 2 Truck & Bus (Class II) - ชนิดที่ 3 Truck & Bus (Class III) - ชนิดที่ 4 Truck & Bus (Class IV) 2. นายตรวจ Inspector license 3. ผู้เก็บค่าโดยสาร Conductor license 4. ผู้บริการ Bus Hostess

BIOGRAPHY

Name	Miss Sirima Kajonwuttidet
Date of Birth	September 6, 1988
Educational Attainment	2016: Master's Degree Program in Marketing (MIM), Thammasat University 2010-2006: Bachelor of Arts (Travel Industry Management), Mahidol University International College
Work Position	Human Resource Manager Mena Transport Co., Ltd.

