

Conference Proceedings 2018



THE ICBTS
Research Conference Proceedings 2018

International Academic Multidisciplinary Research Conference 2018

Proceeding of

**INTERNATIONAL ACADEMIC MULTIDISCIPLINARY RESEARCH
CONFERENCE IN ROME 2018**

*Rome, Italy
28 – 30 November, 2018*

THE 2018 ICBTS ROME



**Edited by Kai Heuer, Wismar University, Germany
Chayanan Kerdpitak, IBEST Conference & Publication, USA
Bob Barrett, American Public University, USA
Ebrahim Soltani, Hamdanbin Smart University, UAE
Vipin Nadda, University of Sunderland, United Kingdom**

ISBN 978-616-406-875-9 (electronic book)

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Organised by

ICBTS Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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Published by ICBTS Conference Center
225 Wilmington, West Chester Pike,
Chadds Ford, PA 19317, USA

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Proceedings of Abstracts and Papers (on CD-ROM or flash drive) of The International Academic Multidisciplinary Research Conference in Rom 2018

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By Dr. Chayanan Kerdpitak & Professor Dr. Kai Heue & Professor Dr. Ebrahim Soltani, ICBTS Institute Conference Center & IJBTS International Journal of Business Tourism and Applied Sciences

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ISBN: (978-616-406-875-9) electronic book)

Published by ICBTS Conference & Publication

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INTRODUCTION

We would like to welcome our colleagues to the International Business Education Social Sciences Humanities Tourism Transport Technology Research Conference. It is the nine series in 2018 of Conference on Business Tourism and Apply Sciences was held in Paris. As always many members of the ICBTS 2018 community look forward to meeting, sharing and exchanging their research ideas and results in both a formal and informal setting which the conference provides. Likewise, the concept of alternating the international conference every one month on April to October between Europe and the rest of the world is now well established. This year's event in Vienna (Austria) London (UK) Las Vegas (USA) Amsterdam (Netherlands) Zurich (Switzerland) Oslo (Norway) Helsinki (Finland) Berlin (Germany) Rome (Italy) Lisbon (Portugal) Lucerne (Switzerland) and another continues with the cultural following the very successful and productive event held in London in February 2018 in the field of various types for international academic research conference on Business Education Social Sciences Humanities and Technology. As usual The ICBTS 2018 brings together leading academics, researchers and practitioners to exchange ideas, views and the latest research in the field of Business Tourism and Apply Sciences.

The theme of this event The 2018 ICBTS International Business Tourism Social Sciences Humanities and Education Research Conference is "Opportunities and Development of Global Business Economics Social Sciences Humanities and Education" It is also represents an emerging and highly challenging area of research and practice for both academics and practitioners a like, The current industrial context is characterized by increasing global competition, decreasing product life cycles, Global Business, Tourism Development, Social Sciences Humanities Education Apply Sciences and Technology collaborative networked organizations, higher levels of uncertainties and, above all, and customers. In our view holding this event in Paris represents a timely opportunity for academics and researchers to explore pertinent issues surrounding Business Economics Tourism Social Sciences Humanities Education Sciences and Technology.

Potential authors were invited to submit an abstract to the International Conference Session Chairs. All abstracts were reviewed by two experts from the International review committee and final papers were further reviewed by this volume with 30 contributing authors coming from 18 countries. This book of proceedings has been organized according to following categories:

- Business & Economic
- Social Sciences
- Education & Teaching
- Sciences & Technology
- Tourism & Transport
- Hospitality & Healthcare Management

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2018 ICBTS CONFERENCE ROME PROGRAM

The 2018 ICBTS International Multidiscipline Research Conference	
28 Nov 18 7.45 – 08.00 (W)	REGISTRATION & WELCOME Welcome meeting at The Golden Tulip Rome Airport Hotel Fiumicino
	Session Chair Prof. Dr. Bob Barrett, American Public University, USA. Asst Prof. Dr. M. Emre ERGÜL, İzmir Ekonomi University, Turkey
28 Nov 18 08.00 -10.15 (W)	Session A1 Paper 1 (6) LEARNING ACHIEVEMENT OF STROKE OF THE ELDERLY IN SAMUTSONGKRAM PROVINCE, THAILAND Supparas Oatsawaphonthanaphat, Professor Dr. Wichai Srikam, Urai Kiatrapin Paper 2 (8) THE STUDY ON FACTORS THAT AFFECTED DEMOCRATIC POLITICAL VIEWPOINT WITH MAINSTREAM MEDIA EXPOSURE Veerapon Vongprasert Paper 3 (10) FOREIGN TEACHERS’ PERCEPTION OF THE EFFECTIVENESS OF COOPERATIVE LEARNING METHODOLOGY IN IMPROVING THAI STUDENTS’ LEARNING ATTITUDES TOWARD ENGLISH LANGUAGE Abigail Melad Essien Paper 4 (11) THE USE OF RESEARCH-BASED LEARNING FOR ENHANCING THE STUDENTS’ LEARNING SKILLS AND THE CREATIVE WAYS TO HELP SOLVE THE STUDENTS’ ENGLISH PRONUNCIATION PROBLEMS Teeraporn Plailek Paper 5 (12) THE DEVELOPMENT OF STUDENTS’ SUMMARIZING SKILLS THROUGH MIND MAPPING AND THINK-PAIR-SHARE TECHNIQUE Asst. Prof. Sirimanee Banjong Paper 6 (13) A STUDY OF THE STUDENTS’ ABILITY IN SPEAKING MEANINGFUL SKILLS, USING SMALL GROUP DISCUSSION AS A TEACHING METHOD AT SUAN SUNANDHA RAJABHAT UNIVERSITY Asst. Prof. Suphanwadee Waiyaroop Paper 7 (14) FACTORS AFFECTING EMOTIONAL QUOTIENT OF THE TEACHER STUDENT, FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY Panuwat Sivaskunraj Paper 8 (15) THE STUDY OF THE EMPLOYERS’ SATISFACTION TOWARD GRADUATES’ QUALIFICATION FROM DEPARTMENT OF EARLY CHILDHOOD EDUCATION, FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY Chompunuj Limlertmongkol Paper 9 (16) THE RESEARCH ON 5TH YEAR INTERNS’ RESEARCH PROBLEMS IN FACULTY OF EDUCATION, SUAN SUNANDHA RAJABHAT UNIVERSITY Dr. Kannika Bhiromrat
	Morning Break in the room
10.15 – 12.30	Session A 2 Paper 1 (20) GUIDELINE ON STEM LEARNING EXPERIENCE MANAGEMENT FOR EARLY CHILDHOOD Assoc. Prof. Dr. Nuntiya Noichun

	<p>Paper 2 (23) EFFECT OF POSITIVE DISCIPLINE PROGRAM FOR ADOLESCENCE IN SCHOOL Petcharat Techathawewon, Areeya Techamaitrechit</p> <p>Paper 3 (27) NEED ANALYSIS OF PROFESSIONAL ENGLISH SKILLS TRAINING FOR NURSE STUDENTS OF SUAN SUNANDHA RAJABHAT UNIVERSITY, THAILAND Assoc. Prof. Tipapan Sungkapong</p> <p>Paper 4 (30) THE RESULTS OF HEALTH CARE PARTICIPATION LEARNING IN ELDERLY Asst. Prof. Dr. Boonsri Kittichottipanich, Boonsri Lertviriyachit, Asst. Prof. Dr. Sudpranorm Smuntavekin, Kanjana Siricharoenwong, Asst. Prof. Oranuch Chaopreecha</p> <p>Paper 5 (31) HAPPINESS OF THE UNDERGRADUATE STUDENTS Asst. Prof. Oranuch Chaopreecha</p> <p>Paper 6 (32) THE FACTORS RELATED TO NUTRITIONAL STATUS OF WORKING AGE GROUP IN SUAN SUNANDHA RAJABHAT UNIVERSITY Dr. Kanit Ngowsiri, Kanya Napapongsa</p> <p>Paper 7 (33) CARING OF DEPENDENT OLDER PEOPLE BY FAMILY CAREGIVER: QUALITATIVE RESEARCH SYNTHESIS Dr. Araya Tipwong, Dr. Thitavan Hongkittiyanon, Asst. Prof. Dr.Premwadee Karuhadej, Tanawat Ruamsook, Sasitorn Sinvarapun</p> <p>Paper 8 (34) EFFECTIVENESS OF AN INTEGRATED PROGRAM ON SELF-EFFICACY FOR INCREASE QUALITY OF LIFE IN ELDERLY Dr. Thitavan Hongkittiyanon, Dr. Araya Tipwong, Lakana Yodkoldij, Jiraporn Rakkarn</p> <p>Paper 9 (35) KNOWLEDGE ATTITUDE AND PRACTICE REGARDING TO SAFETY BEHAVIOR AMONG YEAR 1, 2 VOCATIONAL STUDENTS IN GOVERNMENT VOCATIONAL COLLEGES, URBAN, THAILAND Dr. Rapat Eknithiset</p>
12.30-13.30	Lunch
13.30-15.30	<p>Session A 3</p> <p>Paper 1 (106) THE SOCIAL AND CULTURAL STRUCTURE OF THE OTTOMAN CITY Dr. Hayriye Oya SAF and Asst Prof. Dr. M. Emre ERGÜL</p> <p>Paper 2 (111) GENDER DIVERSITY OF STAGE PLAY “PLENG SUD TAI (THE LAST SONG)” Sun Tawalwongsri</p> <p>Paper 3 (112) USING ROLE-PLAY ACTIVITY FOR COMMUNICATION DEVELOPMENT AND COORDINATION KUSUMA TEPHARAK and Pukkaporn Pimsarn</p> <p>Paper 4 (113) THE TREND AND CREATION OF SSRU THEATRE FESTIVAL (2012-2017) Puthita Suebsa and Sun Tawalwongsri</p> <p>Paper 5 (117) THE CONCEPT, TYPES AND FEATURES OF THE LEGAL STATUS OF AGRICULTURAL COOPERATIVES IN KAZAKHSTAN: PROBLEMS AND PROSPECT Prof. Dr. Yerkinbayeva L.K.and Kalymbek B.and Acting Assoc. Prof. Aigarinova G.T</p> <p>Paper 6 (118) THE CAUSES THAT MAY LEAD TO THE BALANCES SCORECARD’S FAILURE: AN EXTENDED FRAMEWORK FOR A CRITICAL REVIEW Ivo Hristov and Antonio Chirico</p> <p>Paper 7 (110) CREATING A VIRTUAL CONSULTANTSHIP FOR STUDENTS WITH DISABILITIES Prof. Dr. Bob Barrett</p>
15.30	Conference Close
	SESSION B
28 Nov 18	Session B 1
08.00 -10.15 (W)	<p>Paper 1(1) THE DIFFERENCE OF CHINESE TOURISTS’ POPULATION AND SOCIAL FACTORS TOWARDS THEIR SATISFACTIONS IN CULTURAL TOURISM ATTRACTION PLACE MANAGEMENT WHILE VISITING WAT RAKHANG KOSITARAM, BANGKOK Dr.Rumpapak Luekveerawattana</p>

	<p>Paper 2 (2) PRODUCT DEVELOPMENT OF MACARON WITH WILD ALMOND POWDER SUBSTITUTE FOR ALMOND POWDER Jiraporn Weenuttranon, Nunyong Fuengkajornfung, Tidarat Sanprom</p> <p>Paper 3 (3) EFFECT OF GLUCMANNAN ON QUALITY OF PURPLE SWEET POTATO MILK PASTEURIZED Tidarat Sanprom, Jiraporn Weenuttranon, Nunyong Fuengkajornfung</p> <p>Paper 4 (4) DEVELOPMENT OF ICE CREAM FROM RICE MILK Nunyong Fuengkajornfung, Tidarat Sanphom</p> <p>Paper 5 (5) AN ANALYSIS OF THE LOCATIONAL PATTERN OF HOSPITALS IN THAILAND Professor Dr. Wichai Srikam, Supparas Oatsawaphonthanaphat</p> <p>Paper 6 (7) POPULAR THAI FOOD RECIPES IN FOREIGN: A CASE STUDY OF TAMMY'S THAI RESTAURANT IN ENGLAND Phatphong Kamoldilok, Orawan Sinpaiboonlert, Mukda Tosang</p> <p>Paper 7 (9) TIGHTNESS & STRENGTHENING OF LEG WITH SELF STIMULATES MASSAGE IN THAI TRADITIONAL MEDICINE IN SCHOOL AGE CHILD Natsinee Sansuk</p> <p>Paper 8 (17) THE CONTEXT OF SUSTAINABLE DEVELOPMENT IN COMMUNITY BASED TOURISM Sakarini Sriupayo</p> <p>Paper 9 (18) A GUIDELINE FOR ACCOMMODATION BUSINESS DEVELOPMENT IN RATCHABURI PROVINCE IN PREPARATION FOR FORMULATING A SERVICE STANDARD FOR SENIOR TOURIST GROUPS Benjaporn Yaemjamuang, Payao Saytongsuk</p>
	Morning Break in the room
10.15 -12.30	<p>Session B 2</p> <p>Paper 1 (19) SOLID WASTE MANAGEMENT BY LOCAL COMMUNITY IN PHRAYA PRASIT COMMUNITY, DUSIT DISTRICT, BANGKOK Asst. Prof. Dr. Sudabhorn Arundee, Dr. Kanratchakan Ninlawan, Barameeboon Sangchan</p> <p>Paper 2 (21) THE POSITIVE PERSPECTIVE CAREER: A CASE STUDY OF AIRLINE BUSINESS STUDENTS Dr. Natnaporn Aeknarajindawat</p> <p>Paper 3 (22) LEARNING ENGLISH THROUGH A MOVIE: QUESTION STRUCTURES Asst. Prof. Dr. Suwaree Yordchim</p> <p>Paper 4 (24) OPINIONS OF UNDERGRADUATE NURSING STUDENTS ON THEIR EXPERIENCES DURING A COMMUNITY HEALTH NURSING PRACTICUM Dr. Luckwirun Chotisiri, Nitaya Sichamnong, Kanyaluk Tejapongvorachai</p> <p>Paper 5 (25) THE EFFECT OF GROUP HEALTH EDUCATION PROGRAM ON <i>SELF-CARE BEHAVIORS IN PREGNANT WOMEN</i> Dr. Kanchana Kiatkanon, Warunsiri Praneethaam, Orathai Rungvachira, Napissara Dhiranthara, Petcharat Tachathawewon</p> <p>Paper 6 (26) ACTIVITY FOR HEALTH PROMOTION IN THE ELDERLY CLUB Dr. Anchalee Jantapo, Dr. Ponpun Vorasihaa, Euarree Sariga</p> <p>Paper 7 (28) CHINESE MARTIAL ART TRAINING AND PHYSICAL BENEFITS IN NURSING STUDENTS Asst. Prof. Dr. Sudpranorm Smuntavekin, Asst. Prof. Oranuch Chaopreecha</p> <p>Paper 8 (29) DESIRABLE FEATURES OF ELDERLY NURSING HOME THAT ENCOURAGE PEOPLE FOR MAKING DECISION WHEN CHOOSING SERVICES Dr. Udornporn Yingpaiboonsuk, Chotika Sanyapong</p> <p>Paper 9 (12) THE EFFECTS OF A HEALTH PROMOTION PROGRAM USING URBAN FORESTS AND NURSING STUDENT MENTORS ON THE PERCEIVED AND PSYCHOLOGICAL HEALTH OF ELEMENTARY SCHOOL CHILDREN Prof. Dr. Kyung-Sook Bang and Sungjae Kim and Min Kyung Song</p>
12.16 – 13.15	Lunch

13.16 – 15.30	<p>Session B 3</p> <p>Paper 1 (101) GENDER-ROLE REFERENCES IN THE SOCCER CONTEXT Faezeh Zamanian and Majid Vesalinaseh</p> <p>Paper 2 (102) PERCEPTIONS REGARDING FLOW BREAKING ADVERTISEMENTS OVER SOCIAL MEDIA Shiza Farooq and Sadaf Kashif</p> <p>Paper 3 (104) L1 TRANSFER EFFECTS ON SECOND LANGUAGE ACQUISITION: READING AND WORD RECOGNITION Fatma Demiray Akbulut</p> <p>Paper 4 (105) KOTABARU, YOGYAKARTA: THE SOCIAL PROCESS FROM EUROPEAN ESTATE BECOMES JAVANESE KAMPUNG PRATIKA RIZKI DEWI</p> <p>Paper 5 (107) A COMPARATIVE ANALYSIS OF STAR-UP ECOSYSTEM OF BRICS COUNTRIES Neeraj Pandey</p> <p>Paper 6 (108) CYBER BULLYING OR VIRTUAL RAPE: TRANSITION FROM TROLLS TO CYBER MOB THROUGH FACEBOOK Kamaldeep kaur</p> <p>Paper 7(109) LEARN TO LIVE LIKE A LOTUS UNTOUCHED BY THE FILTHY WATER IT GROWS IN: A STUDY FO CONTENTION IN BAPSI SIDHWA’S NOVEL “WATER” Sana Akram</p>
SESSION C	
<p>29 Nov 18</p> <p>09.31 – 10.45 (TH)</p>	<p>Session C 1</p> <p>Paper 1 (114) ENTREPRENEURSHIP DYNAMICS: ENTRY, SURVIVAL AND FIRM GROWTH OF SMEs IN WEST AFRICA Obanor Christopher and Odaro Douglas O.</p> <p>Paper 2 (115) A CONTENT ANALYSIS OF IMAGE, OCCUOATIONS, AND SETTING IN ELT COURSEBOOKS Dr Mahdi Dahmardeh</p> <p>Paper 3 (116) IMPACT OF GREEN PRODUCT QUALITY AND GREEN CORPORATE IMAGE ON GREEN CUSTOMER LOYALTY: MEDIATING ROLE OF GREEN CUSTOMER SATISFACTION Dr. Saeed M. Z. A. Tarabieh</p> <p>Paper 4 (201) THE ECONOMIC, POLITICAL AND SOCIAL DIMENSION OF RESOURCE ABUNDANCE: A SURVEY Ruba Aljarallah and Shahzad Alvi</p> <p>Paper 5 (202) THE IMPACT OF AGRICUKLTURE ON THE ECONOMIC GROWTH AND DEVELOPMENT OF THE GAMBIA Saikou Touray</p>
10.45 – 11.00	Morning Break
11.01 - 12.00	<p>Session C2</p> <p>Paper 1 (203) GOVERNANCE, MIGRATION AND STRUCTURAL ECONOMIC TRANSFORMATION: THE CASE OF NIGERIA KALU EBI UMA</p> <p>Paper 2 (204) THE POLITICAL ECONOMY OF TECHNOLOGY TRANSFER AND THE CHALLENGES OF DEVELOPMENT IN NIGERIA IN THE AGE OF GLOBALIZATION Uchecukwu Grace, OJUKWU</p> <p>Paper 3 (206) USING YOU TUBE IN ADVANCED LEVEL ENGLISH INTERPRETATION LESSONS. Enkhmaa Tsegmid and Tsengelmaa Tserendorj</p> <p>Paper 4 (207) THE NEXUS BETWEEN ETHNIC FEDERALISM AND FEDERALISM AND DEMOCRACY: THE ETHIOPIAN EXPERIENCE Negesso Jima</p>

SESSION D	
<p>29 Nov 18</p> <p>09.31 – 10.45 (TH)</p>	<p>Session D 1</p> <p>Paper 1 (208) REASSESSING THE IMPACTS OF BRAIN DRAIN ON DEVELOPING COUNTRIES: CAUSES AND ECONOMIC CONSEQUENCES FOR AFRICAN NATIONS Nelson Chigozie Juliana</p> <p>Paper 2 (209) REVIVING INTERCONNECTIONS FOR SUSTAINABLE DEVELOPMENT: EXAMINING AFRICAN DEVELOPMENT THROUGH THE LENS OF CULTURE AND INDIGENOUS KNOWLEDGE Umeonyirioha Emmanuel Ikechukwu</p> <p>Paper 3 (210) STUDY ON THE IMPACT OF ECONOMIC LIBERALIZATION POLICY IN INDIA Sanskriti Singh</p> <p>Paper 4 (211) A SOCIOLINGUISTIC INVESTIGATION OF CONSUMER ADVERTISEMENTS IN NIGERIA Adegbembo Folasade Justinah</p> <p>Paper 5 (212) SUSTAINABLE TOURISM-A TOOL FOR HOLISTIC DEVELOPMENT ketan bhatt</p>
<p>10.45 – 11.00</p>	<p>Break</p>
<p>11.01 - 12.00</p>	<p>Session D 2</p> <p>Paper 1 (213) DESIGN, IMPLEMENTATION AND VALIDATION OF ICT DELIVERY SYSTEM FOR LARGE CLASS OF COMPUTER APPRECIATION COURSE Johnson O. Aleburu</p> <p>Paper 2 (214) INFLUENCE OF THE SCHOOL OWNERSHIP ON THE STUDENTS' ACHIEVEMENT IN BASIC TECHNOLOGY IN LAGOS STATE. Abayomi Adegbenjo</p> <p>Paper 3 (215) CLASS SIZE AND GENDER AS DETERMINANT OF STUDENTS' PERFORMANCE IN ELECTRICAL COURSES IN COLLEGES OF EDUCATION IN LAGOS STATE SATILEHIN JOHN AGBEJOYE</p> <p>Paper 4 (216) POLLUTION AND THE URBAN AESTHETICS IN THE INDUSTRIAL DISTRICTS OF LAGOS, NIGERIA; ANY CORRELATION? Dr. Adejomo Fagbohunka</p>
<p>28-29 Nov 18</p>	<p>Participation and Discussion</p> <ol style="list-style-type: none"> 1. Hamidreza Dezfoolian, Iran 2. Dr.Hayriye Oya SAF, Turkey 3. Dr.Andi Ilham Latunra, Indonesia 4. javad khamisabadi, Iran 5. Dr.Abid Shehzad, Pakistan 6. Ahmad Badawi Saluy, Indonesia 7. Sunil Kanti Dewan, Bangladesh 8. Edgar José, Gálvez Moreno, Mexico
	<p>Conference Close</p>
<p>30 Nov18</p>	<p>Free day for Participants</p>

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DESIRABLE FEATURES OF ELDERLY NURSING HOME THAT ENCOURAGE PEOPLE FOR MAKING DECISION WHEN CHOOSING SERVICES

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ABSTRACT

This research is survey research. This research aims to study the perceptions of customers regarding the selection of nursing home for elderly people in Bangkok. The samples of this study were 339 customers from 97 nursing homes in Bangkok. A close-ended questionnaire was used for collecting data. The statistical data analyses were percentage, mean, standard deviation. The results is revealed that the relationship of the marketing mix factors to the selection of nursing home for elderly people, for overall aspects there were moderate correlation ($r = 0.111$, $p = 0.027$). When considering each aspect, all aspects had little correlation to the selection of nursing home. The promotion communication of the service aspect ($r=0.251$, $p=0.000$) was shown the most correlation, followed by the physical evidence and presentation aspect ($r=0.200$, $p=0.000$) the process aspect ($r=0.178$, $p=0.001$) the pricing the service aspect ($r=0.177$, $p=0.001$) the people aspect ($r=0.164$, $p=0.002$) the service product aspect ($r=0.152$, $p=0.005$) and the place aspect ($r=0.131$, $p=0.016$) respectively

Keywords: Elderly, That Encourage, Desirable

INTRODUCTION

Nowadays, world population structure are stepping into aging society, whereas developed countries such as countries in Europe and North America are fully aging society (Population Reference Bureau, 2012), also some countries in Asia such as Japan. Thailand have been on 2nd highest of aging society in ASEAN countries after Singapore. For the elder population survey by National Statistical Office in year 1994-2014 found out that elderly in Thailand constantly increased from 4,011,854 people (6.8%) in 1994 to 10,014,705 people (14.9%) in 2014, which the rate increased more than 2 times in 20 years.

At this age of elder is the state that come with a lot of health problems causing a trouble which require help from society and family. Furthermore, Thai society become a smaller family these days (Gavin Jones, Impact of Demographic Change in Thailand, 2011, Page 40) and it led to lack of caring person and life quality in elderly dropped, respectively.

Health problems in old people is also depends on age, the oldest have more risk in getting chronic and underlying diseases from life habitual such as eating, exercising, genetic disorders, or body degeneration.

Moreover, many people who taking care of elderly in family are under status of Sandwich Roles. It is when you have to work and take care of the family at the same time. Mostly, they are lack of knowledge about physical and mentality health, including spend longer time with elderly, these struggles led to the need of care taker specially for elderly in the family that have old people with sickness or disability.

In addition, this kind of problem also impact how they choose elderly nursing home, it's like alternative solution for family or relative that need to take care of old people (Srithamrongsawat S. and team, 2010, Page 34). In order to response to the need of care taker specially for sick elder but refuse to go to hospital, the nursing home was build. This is the place where weak senior citizen with chronic diseases can rely on both medical services and 24 hours care services. For example, daily activities, movement, personal healthcare, and mentality consciousness that dropped.

In this present day, there are a lot of elderly nursing home opened and expand very fast causing high rate of business competition. Some places go high as they invested on special school for taking care elderly, it is for them to produce more staffs with knowledgeable and understandable about medical, nursing, and service. Each place have their own features, so it's hard for customers to choose the perfect nursing home for them. The nursing home provide 24 hours caring service which include nursing skill or medicine intake, eat meals, and other everyday activities to sick elderly, not severe sick, but more on chronic diseases and disabilities.

At this moment, elderly caring ability in each family is dropped because size of the family getting smaller. Everyone in family have their own responsibility such as study, work outside household. From this reason, it increases demand for elderly nursing home and the important thing is their offspring have to choose the best nursing home that fit for their need.

Therefore, researchers were interest to study on desirable features of elderly nursing home that encourage people to make decision in order to improve service quality to fit and satisfy elderly needed, also support quality of life for elderly in future.

OBJECTIVE

To study on decision making when receiving service from elderly nursing home in Bangkok.

Scope of the research

1. Content scope

This research focused on decision making when choose elderly nursing home in Bangkok.

2. Variable scope

Dependent variable is a decision when choosing which nursing home in Bangkok to receive the service, divided into 5 prospects as below;

- Need recognition
- Information and detail
- Evaluation of alternatives
- Purchase decision
- Post purchase behavior

3. Population scope

The sample populations of this research are people whose decide to receive service from nursing home that have elderly from age 60 in Bangkok, from 97 places overall (information from company registration section B.E. 2559, Department of Business Development, 2016), total 2,230 people (registration department of nursing home in Bangkok.)

4. Timing and area scope

- 4.1 Time duration of this research is month, from September 1st – 30th, 2016.
- 4.2 Area of study is nursing home in Bangkok from 97 places overall.

Expected benefits from this research

1. To use as the role model for management about decision making on elderly nursing home in Bangkok.
2. To use for standardize nursing home in Bangkok.

Research Methodology

This research is a survey research, procedure as follow

Populations and sample space

Populations

The sample populations of this research are people whose decide to receive service from nursing home that have elderly from age 60 in Bangkok, from 97 places overall (information from company registration section B.E. 2559, Department of Business Development, 2016), total 2,230 people (registration department of nursing home in Bangkok.)

Sampling

The sample space is elderly relatives which choose to take service from 97 elderly nursing homes in Bangkok (information from company registration section B.E. 2559, Department of Business Development, 2016). Researchers had calculated the sample size by using Yamane formula (Taro Yamane, 1967, pp.886-887) which the tolerance was set at 0.05 (Yamane, 1967, p. 729)

Formula	$n = \frac{N}{1+N(e^2)}$	
When	n	= Size of sample
	N	= Number of population in this study
	e	= Acceptable tolerance was at 0.05
Solve the equation	$n = \frac{2,230}{1+2,230(0.05)^2}$	
	n	= 339

From the equation sample size is 339 people then random the sample by stratified random sampling and set the size of sampling in each nursing home by comparing the proportion.

Instrument of the research

The instrument of this research was a questionnaire, broke down into 2 tasks as follow;

Task 1 Questionnaire about personal factors of sampling, which are sex, age, education background, marital status, incomes, total 5 questions.

Task 2 Questionnaire about desirable features that encourage sampling to choose the nursing home on 5 prospects;

- | | |
|----------------------------|-------------------|
| 1. Need recognition | total 3 questions |
| 2. Information and detail | total 3 questions |
| 3. Evaluation alternatives | total 3 questions |
| 4. Purchase decision | total 3 questions |
| 5. Post purchase behavior | total 3 questions |

Questions were open-ended questions and rating scale was 5 levels, which can elaborate the scores when choosing as follow;

The most desirable feature when choosing service	5	point
The high desirable feature when choosing service	4	point
The normal desirable feature when choosing service	3	point
The less desirable feature when choosing service	2	point
The lowest desirable feature when choosing service	1	point

Scoring determination

Each score for desirable feature when choosing nursing home can be determine into 5 levels;

Average	Impact on decision level
4.21-5.00	Very high impact on decision
3.41-4.20	
2.61-3.40	Moderate impact on decision
1.81-2.60	Low impact on decision
1.00-1.80	Very low impact on decision

Research instrumental quality check

Researchers had brought up the questionnaire to find the validity and reliability as follow;

1. Finding validity by brought the questionnaire to expert to check credibility of details, then calculated the IOC

2. Finding reliability, researcher brought the edited questionnaire to try-out on similar target sampling, total 30 people, and calculated for reliability level by Cronbach's Alpha Coefficient, final result was 0.91.

Data Collecting

Researchers collected the data on September 1st-30th, 2016.

Data Analysis

The data was analyzed by descriptive statistics, which used frequency and percentage.

Data analysis result

Task 1 data analysis result of personal factors of those making decision on elderly nursing home in Bangkok.

The data analysis result of personal factors of those making decision on elderly nursing home in Bangkok, can be show in table 1.

Table 1

Number and percentage of elderly relatives whose able to decide theelderly nursing home in Bangkok.

Personal Factors	Number(n = 339people)	Percentage
1.Sex		
Male	55	16.2
Female	284	83.8
Total	339	100
2.Age		
Below31 years old	48	14.2
31-40years old	101	29.8
41-50 years old	93	27.4
51-60years old	61	18.0
Above60years old	36	10.6
Total	339	100
3.Education Background		
No education background	30	8.8
Secondary school(G.7-,G.12)		
/Vocational	16	4.7
Certificate/Diploma	20	5.9
Graduated	178	52.8
Post-graduated	95	28.0
Total	339	100
4.Marital Status		
Single	57	16.8
Marriage	218	64.3
Divorce/Separate	64	18.9
Total	339	100
5.Monthly incomes		
Below20,000THB	37	10.9
From20,001 – 40,000THB	132	38.9
From 40,001– 60,000THB	91	26.8
More than60,000 THB	79	23.4
Total	339	100

From table 1 the personal factors, found out that they are 284 female (83%), while the highest age range was from 31-40 years old count as 101 people (29.8%). Most of them graduated with bachelor degree 178 people (52.8%), also marriage status 218 people (64.3%). The highest range of monthly incomes was from 20,001-40,000 THB, count as 132 people (38.9%).

Table 2

Average and standard deviation of the impact on decision level for choosing elderly nursing home in Bangkok, separate into 5 prospective.

Prospective	Impact on decision level		
	\bar{x}	S.D.	meaning
1. Need recognition	4.34	0.59	Very high
2. Information and detail	4.22	0.64	Very high
3. Evaluation alternatives	3.88	0.66	High
4. Purchase decision	4.15	0.55	High
5. Post purchase behavior	3.63	0.35	High
Total	4.04	0.29	High

From table 2, found out that the overall average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok equal $\bar{x}=4.04$ and S.D.= 0.29. When separated to 5 point of views, the highest prospective was need recognition, which marked at $\bar{x}=4.34$ and S.D.= 0.59 or on the very high impact level. The second and third highest was information and detail, which marked at $\bar{x}=4.22$ and S.D.= 0.64 or very high impact level, and purchase decision, which marked at $\bar{x}=4.15$ and S.D.= 0.55 or high impact level, respectively.

Table 3

The average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on need recognition.

Need Recognition	Impact on decision level		
	\bar{x}	S.D.	Meaning
1. Elderly with health that requires closing attention	4.10	1.06	High
2. Elderly with strict time table when taking medicine	4.26	0.98	Very high
3. Elderly who need to stay in clean and safe place	4.65	0.54	Very high
Total	4.34	0.59	Very high

From Table 3, found out that the average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on need recognition, had an overall value at $\bar{x}=4.34$ and S.D.=0.59 or had a very high impact on decision. Meanwhile, the highest prospect need recognition was the elderly who need to stay in clean and safe place, marked at $\bar{x}=4.65$ and S.D.=0.54 or very high impact on decision level.

Table 4

The average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on information and detail.

Information and Detail	Impact on decision level		
	\bar{x}	S.D.	Meaning
1. Got information of nursing home from nursing home advertising	4.22	0.76	Very high
2. Got information of nursing home from old customer recommendations	4.19	1.04	High
3. Got information of nursing home from relatives or acquaintances	4.24	1.05	Very high
Total	4.22	0.64	Very high

From Table 4, found out that the average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on information and detail, had an overall value at $\bar{x}=4.22$ and S.D.=0.64 or had a very high impact on decision. Meanwhile, the highest prospect information and detail was the information of nursing home from relatives or acquaintances, marked at $\bar{x}=4.24$ and S.D.=1.05.

Table 5

The average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on evaluation alternatives.

Evaluation Alternatives	Impact on decision level		
	\bar{x}	S.D.	Meaning
1. Various types of room such as dorm, twin, single room	3.89	0.87	High
2. Have elderly helping tools to choose when needed	4.16	0.80	High
3. Have staffs to choose such as specialize nurse and special assistant	3.58	1.23	High
Total	3.88	0.66	High

From Table 5, found out that the average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on evaluation alternatives, had an overall value at \bar{x} =3.88 and S.D.=0.66 or had a high impact on decision. Meanwhile, the highest prospect evaluation alternatives was the elderly helping tools to choose when needed, marked at \bar{x} =4.16 and S.D.=0.80 or very high impact on decision level.

Table 6

The average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on purchase decision.

Purchase Decision	Impact on decision level		
	\bar{x}	S.D.	Meaning
1. Decided from nursing home reputation	3.79	0.92	High
2. Decided from nursing home location	4.32	0.84	Very high
3. Decided from services worth the money	4.35	0.84	Very high
Total	4.15	0.55	High

From Table 6, found out that the average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on purchase decision, had an overall value at \bar{x} =4.14 and S.D.=0.55 or had a high impact on decision. Meanwhile, the highest prospect evaluation alternatives was the decision from services worth the money, marked at \bar{x} =4.35 and S.D.=0.84 or very high impact on decision level.

Table 7

The average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on purchase post purchase behavior.

Post Purchase Behavior	Impact on decision level		
	\bar{x}	S.D.	Meaning
1. Satisfy with services	4.60	0.55	Very high
2. Will return to use their service again	4.65	0.50	Very high
3. Plan to move or change to new nursing home	1.65	0.69	Very low
Total	3.63	0.35	High

From Table 7, found out that the average and standard deviation of impact on decision level when choosing elderly nursing home in Bangkok, focused on post purchase behavior, had an overall value at \bar{x} =3.63 and S.D.=0.35 or had a high impact on decision. Meanwhile, the highest prospect evaluation alternatives was the returning to use their service again, marked at \bar{x} =4.65 and S.D.=0.50 or very high impact on decision level.

DISCUSSION AND SUGGESTION

The study on desirable features elderly nursing home that encourage people for making decision when choosing services aims to study on opinion of customer toward decision making on choosing elderly nursing home in Bangkok. The total participants were 339 people, whereas the instrument was questionnaire, included personal factors and decision factors, analyzed the data by program to find statistical information, frequency, percentage, and standard deviation. The result of study can be discussing and suggesting as follow;

RESULT DISCUSSION

From the study on relation between marketing factors and decision factors when choosing elderly nursing home in Bangkok can be elaborating as

1. From the information of personal detail found out that personal factors of sample elderly relatives, total 339 people, most of them were female which was 284 people, at the age of 31-40 years old with bachelor degree and marry status, together with 20,001-40,000 THB for monthly income. These information show that frequent customers of elderly nursing home in Bangkok are people from middle class with good education background. In addition, most of them are female, this relevant to the study by ฉันทน์ชานันท์ที่มีดอินทร์ (2552, หน้า 87) stated that the factors that influence people choosing elderly nursing home in Thonburi area of Bangkok, sampling were 55% female; 48.75% had higher education background, 58.75% were government officers, and 48.75% had average monthly incomes at 30,001-50,000 THB. It also related to the study by สุทธิศรีวงศพักร (2556, หน้า 55), which study on behavior of open-minded in elderly when received relevant information about self-reliance in Bangkok, found out that 58.50% were female, 38.50% had average incomes at 10,001-20,000 THB, and 88.50% lived with their family.

2. From data analysis found out that there are 5 prospects; need recognition, information and detail, evaluation alternatives, purchase decision, and post purchase behavior that impact on how decision maker had their final choice when choosing elderly nursing home in Bangkok. Overall comment shows that the highest value people focusing on was need recognition; recognize when elders need attention care, scheduled medicine intakes, and safe place to live, which had a very high impact on decision making. On the other hand, the lowest impact point of view was post purchase behavior, overall in high impact level, but the plan of moving or changing to new nursing home was at very low level. This might because of economic status nowadays, also the need of location which require securities, specialize care taker, not far and convenient for commute. The result can relate to the study of long term effect and struggle of elderly caring in Thai culture found out that care takers were in position of Sandwich roles in the family, related to the result of most care takers still need to work full-time, and had no experiences of taking care of elderly. It also related to the research by (2552, หน้า 87) stated that when choosing elderly nursing home in Thonburi area of Bangkok, from overall prospect elderly had involved with decision making themselves.

When considered toward each prospect, found out that each had a high impact on decision level. When they are choosing they need place where it's safe for elderly to live, medical tools, nursing home, and economic problem in present day caused the high demand.

On the Need Recognition, when analyzed opinion of decision maker found that the average score for this topic was highly impact to decision making, and the highest sub-topic was elderly who need to stay in clean and safe place. This related to research by on the topic of feature for elderly household in Amphor Thamaga, Kanchanaburi province, found that elderly needed place where is safe in many aspects; like goods and cleanliness such as western toilet rather than eastern as to reduce chance of getting hurt. Moreover, old people who have strict medicine intake schedule and need attention care were very high and high impact level, respectively.

3. For the information and detail, overall impact on decision making was very high level. The highest thing to focus was information of nursing home received from relatives and acquaintances. The 2nd and 3rd rank were information from nursing home advertisement with very high impact and old customers with high impact, consequently. This relevant to idea of Kotler Philip (2003, p. 591) stated the excellent services satisfy customer need means the service fully response to customer expectations. The experiences from advertisement and old customer will be compare with own perceived service and expected service. If the service is below expectation, it will let down customer feeling directly, on the opposite if the service is beyond expectation they will return to that service again. Quality of service, as well as safety, largely impact to decision making when choosing the service, nowadays.

ACKNOWLEDGEMENTS

I would like to express my sincere thanks to Suan Sunandha Rajabhat University for invaluable help throughout this research.

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