

CHAPTER IV

RESULTS

This chapter is divided into three major sections. The first section explores the results of participant observation. An ethnographic approach was chosen to observe and take photographs of activities during Songkran Holidays. Unstructured interviews were conducted during festival observations in order to collect factors influencing Thais for their Songkran Holidays. The second section presents the survey results. The descriptive and inferential analysis results were achieved using the statistical program. The last section explores the results of in-depth interview. Photographs of activities in Songkran holidays are used as a tool to explore the result of factors influencing Thais for their Songkran Holidays.

Section one: Result of Participant Observation

Results of participant observation during the 2012 Songkran holidays in Bangkok were divided into seven locations; Local community (Bangkhen district), Wat Pho, Wat Suthat, Khao San Road, Silom Road, Siam Paragon, and Central World as following details:

Local Community

The researcher observed and took pictures of what the local community in Bangkok did for their Songkran on 13 April 2012 from 7a.m - 6p.m; from 7a.m.- 11.30p.m. at Wat Ammarawararam, Bangkhen district, Bangkok and 12.00p.m-6p.m. around local community. From the observation, local people went to the temple from early morning until 11 a.m. Only a few people went there after 11 a.m. because monks had only one meal a day so that people had to bring food for monks before their meal time which was at about 11 a.m. Many people wore a colorful outfit with floral patterns. People seemed to be happy coming to the temple; some people stopped and shopped for stuffs while some stopped and chatted with others. This temple was located in the community area. The way to reach the temple was small about two-car lanes. Many people reached the temple by their own motorcycle. Some people walked

while others drove the car. There was also a taxi motorcycle service for people who didn't have their own vehicles and didn't want to walk. In front of the temple, there was a small outdoor market selling cooked food and flowers for making a merit. Some people bought foods at the temple instead of making them by their own. And also there were fresh food stalls, haberdashery stalls, and sweet stalls for people to stop and shop before going home. The stall keeper said that she sold her stuff here every Buddhist holy day. Her food was good and clean, and it was convenient that people didn't need to bring food from their home.



Figure 4 Outdoor market in front of the temple

Inside the temple, Songkran songs were turned on alternating with the voices of temple liaison through his loudspeaker informing about temple activities and general information. Music made the temple atmosphere full of joy and happiness. Smiles and sense of generosity could be found anywhere around. It was observed that the majority of people in the temple came with their family. The main activity that people who came here did was making merit. Traditionally people worshipped the Buddha image first and then dropped their food as a merit because Buddha was in the higher position than monks. However, it was observed that some people dropped their

food first and then went in to a hall for worshipping the Buddha image. One young woman said that dropping food first was easier, which she didn't need to take her inside the hall. Making a merit at the temple was different from doing outside. Inside the temple, people did not make a merit by giving food directly to the monk as it was usually done outside. The temple prepared a place with many big bowls for dropping foods separately such as rice, meals, desserts and water.

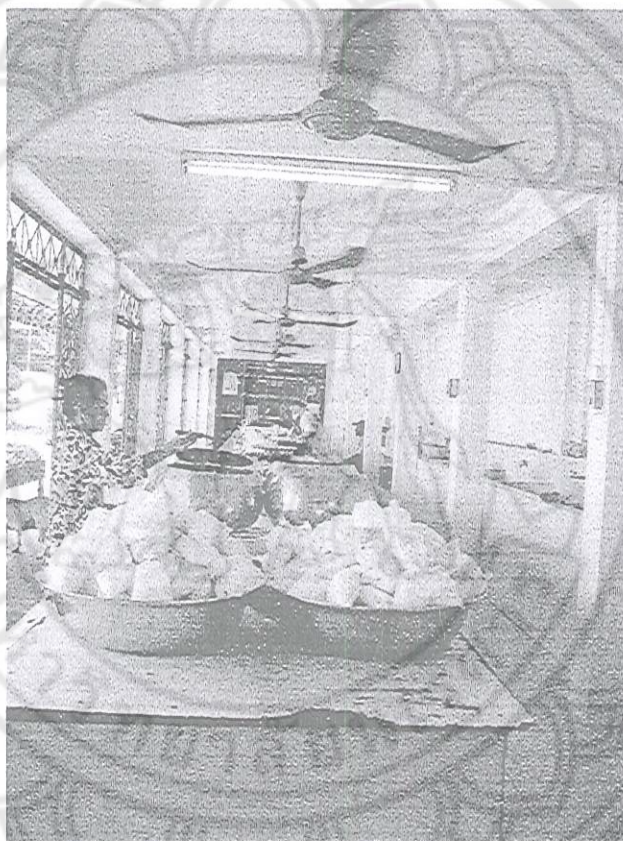


Figure 5 Location for dropping foods inside the temple

Then, people went into the hall for getting blessings from monks for themselves, their family and ancestors. And also this was the time to pay homage for their ancestors' memorial ceremony. Some people brought basic necessities for monk such as medicines, monk robe, soap and dried foods. Moreover, some brought equipment for the temple such as lights, hydrants, and dishwashing liquids. For Buddhist belief, donating things and foods for monks and temples would get a big

merit for people themselves and whoever they wanted to pass the merit to such as their parents, ancestors and friends. As a result, there were donation boxes around the temple for people who wanted a merit by donating their money to help the temple expenses and support their activities such as electricity and water supply. Besides donating for the temple, donating things or money to the needy like the homeless. Releasing animals freely after making merit was believed that it would help that person stay away from sickness and bad luck and would have good health and good luck instead. With this belief, there were homeless persons and homeless pooch at the temple.



Figure 6 People brought basic necessities for monks

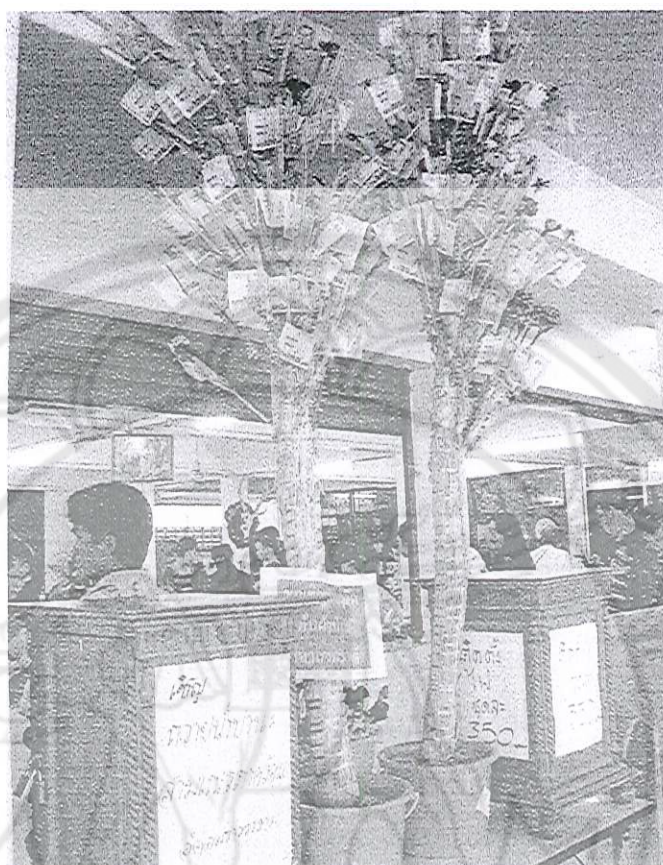


Figure 7 Donation boxes

One family released birds freely with a belief that giving freedom to other's lives would let them stay away from sickness and could live longer. Moreover, it was a way the father taught his daughter about the sense of helping others. Some people donated their money for the homeless inside the temple. There were lots of lottery stalls inside the temple and many people bought the lottery with a hope of good luck. They hoped that making merit would give them luck to win a lottery.



Figure 8 Releasing birds freely



Figure 9 Lottery Stall

The temple set up an image of Buddha for the bathing rite. A scented water tank with petals of flowers such as roses, jasmines or marigolds was prepared to serve people but there are some people bringing their own scented water for the bathing rite. Some people did a merit by bringing scented water and filling those into the service tank for other people. An older woman in the temple explained that bathing a Buddha image was like washing a bad luck away and being ready to get a good luck for a new year. There was another activity that people generally did after making a merit such as listening to a sermon, praying the dharma and doing meditation. Most of the people who attended this activity would dress in white. One boy said that meditation practice might help him get a better grade.



Figure 10 Bathing Buddha image



Figure 11 Listening to a sermon

From observations, it was not found that there were people carrying sand into the temple, instead; they bought the service from the temple. The temple prepared sand, buckets and set of colorful decorations and flags. It was for 20 baht per set. It was easy for people particularly for kids who wanted to build sand pagoda by buying those service from the temple. Traditionally, people carry sand back into the temple in Songkran because Buddhists believed that they took the temple sand out with your feet when you left the temple so that every new year they would carry sand back to the temple. As per the conversation with a group of kids, they did not know the meaning of carrying sand during Songkran. This activity became a fun thing for kids. Some kids brought water guns and shot other kids for fun at the temple. There was no adult found splashing water to one another inside the temple. Religious activities in the temple were over by the morning. Before going back home, some people stopped and shopped at the market in front of the temple.



Figure 12 Sand service from the temple

During observations, the researcher conducted unstructured interviews with five local informants who were randomly selected from the temple and asked about what they were willing to do during Songkran Holidays and what influenced them to spend their Songkran holidays. They had different occupations with various ages. It was clear that they attended religious activity at the temple. What influenced them significantly to attend this activity was cultural value and Buddhist belief. They perceived that religious activity was part of Songkran holidays. They believed that religious activity was a good start for a new year. They felt releasing by attending the activity with willingness that bad luck would be gone and good luck would be coming to their lives. It was also an opportunity for parents to bring their kids to learn about traditional culture. Some of them came with colorful floral shirts but some didn't. It was noticed that the family was the influential people to wear those shirts because family members would wear or not wear those shirts as the same. They brought food from home because they could not do it in their rental apartment. They were not allowed to cook.

One traditional activity that people might do again even though they did it at the temple was bathing the Buddha image. One said that they did this once a year, it was about time of cleaning. It was found that people who wanted to get out on the holidays got the information about interesting places from television mainly. They said that they decided to stay in Bangkok because they did not want to be around too many people at the Songkran destination and it was a risk to getting caught into a car accident. One people had bad experiences traveling to upcountry during Songkran. Moreover, some people thought that spending time in Bangkok was cheaper than traveling to upcountry.

It was found that a child was an influential factor to family to attend or not attend the activities during Songkran. One interviewee took his kids out to the museum and other Songkran activities to learn on nations' culture and social interaction. He had a list of where to take his kids on Songkran holidays. He mentioned that there were not many interesting activities for kids during Songkran holidays. Another took her family to Wat Suthat to join the temple fair. She mentioned that she normally had hard work since her husband passed away. Songkran was a perfect time for her and her family to spend together. Activities for young single people outside were likely to be fun leisure activities such as water splashing festival and pubs. Friends and cost of activities were the influences to attend or not to attend such activities. Other leisure activities that people would attend were to have dinner out or shopping. It found that some people worked during Songkran holidays such as service businesses. One interviewee said that she and her family had to take care of her restaurant because she earned more during holidays. She added that her husband and her daughter helped her. She had a good time during Songkran although her restaurant was so busy. There were some people that had no plans yet while others would rather stay at home during Songkran holidays. One interview said she had hard work outside and also lots of household work. It was better to relax at home resting or watching her favorite TV program. In conclusion, it was discovered that some people did not plan much about activities to attend during Songkran because Songkran was a long holiday. One interviewee mentioned that she might go out if she found the interesting activities.

The researcher moved the observation area from the temple to the local community. It was observed that there were varied activities depending on the

preference of such family and its family members. Some spent time at home but some went out. The researcher observed that there were 9 houses out of 70 houses (in sixth Soi) with people staying at home (There were 6 Sois in this community village). The people spent their holidays at home on 13 April 2012. Researcher observed and asked four stay-at-home houses randomly of what they were doing and were going to do and why they didn't go out. It showed that majority of people who stayed home turned the television on. Some were only watching the TV programs while others work in the same time such as doing household chores. Another activity that was observed that young people did at home was using computer. Some were sleeping. It was observed that decision making of elder people depended on their children. One interviewee said that she decided to stay at home because she had no idea where to go and whom to go with. She mentioned that she would love to go if her son came for a visit and took her.

Furthermore, the researcher observed the behavior of local people at the security counter in front of the community village on 13 April 2012 during 13.30-15.30. The researcher asked people who was going out and where they were going. There were 14 cars running out and below was a list of activities that those people were doing:

1. 2 will go out for lunch with family
2. 2 will go out for lunch with friends
3. 4 will go shopping at department store with family
4. 1 will go shopping at department store with girlfriend
5. 1 will go shopping at department store alone
6. 1 will go for blood donation alone
7. 1 will see a movie with kids
8. 1 will go to Amphawa floating market, Samutsongkram province
9. 1 will hang-out with friends

After that, the researcher moved to observe at Big-C department store, supermarket and shopping center near local community on 13 April 2012 during 16-18 p.m. In front of the department store, a Buddha image was set for people to bathe for blessings. It was discovered that most of the people would stop to bathe Buddha images before entering into the department store. There were also donation boxes sitting nearby for people who wanted to donate their money to help outreach kids in

upcountry. Inside the department store, there were lots of people walking and shopping. In the food court at the ground floor, there were people who were sitting and chatting without eating or ordering food. One told me that it was too hot to stay in their house. Therefore, she took her family out here for window shopping and now they just sat for a rest. Another table that seemed to have same reason was a big group of elders who sat and chatted to one another. One of them said that it was cheap and cool chatting here. Outside Big-C, it was set like an outdoor market; lots of stalls were still open. On the corner of the street, there was a big group of kids splashing water to people, busses and cars. The average age of those kids were between primary school and middle school students. Water from their splashing went into the stalls but most stall keepers did not mind. They seemed to compromise for this situation. However, they tried to protect the splashing water from their stuffs for sale by putting a clear plastic cover.

Wat Phra Chettuphon Wimon Mangkharam Ratchaworamahawihant

On 14 April, the researcher observed and took pictures of 'Songkran Splendors festival in Bangkok' conducted by Tourism Authority in Thailand at Wat Pho or Wat Phra Chettuphon Wimon Mangkharam Ratchaworamahawihan during 8 a.m.-10 a.m. and 1 p.m.-4 p.m. In the temple, traditional activities such as Buddha image bathing rite, religious donation and sand carrying were held as well as the Songkran food fair activities called '4 regional foods'. Food stalls and souvenir stalls was set inside the temple separating into four zones as North, South, Northeast and Central. However, those zones could connect and walk through. During 8-10 a.m., there were rare stalls and activities opening and starting. Also only few people were found in the temple. They came to make a merit and worship Buddha image. However, during 1-3p.m., lots of people attended activities overcrowding the space.

It was observed that most Thai people who came to the temple attended traditional activities before joining food fairs. Most Thai people went inside the hall worshipping Buddha image first and then headed to bathe Buddha image outside and bought yellow robe for monks for making a big merit and paying homage to their ancestors. There were many other religious activities for people who wanted to make a merit through donation boxes. Wat Pho had sand service for people who like to attend by buying a bucket of sand with the decorating stuffs.

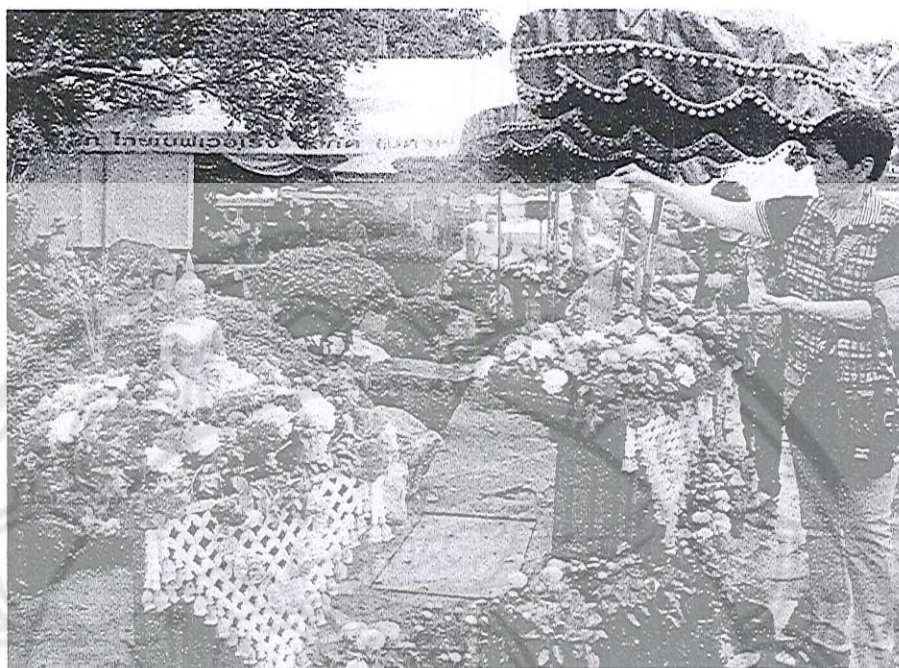


Figure 13 Bathing Buddha image rite



Figure 14 Paying homage to ancestor ceremony



Figure 15 Sand service area

There were lots of Thais and foreigners in the temple particularly around food areas. There were many kinds of foods, snacks beverages and desserts. Also, there were souvenirs stalls which sell locally 4-regional hand-made stuff.



Figure 16 Food and souvenir stalls sat around the area

The researcher had a conversation with two informants as follows; first, the university girls, who attended the activity here because their apartment was not too far. One of them said that they like Bangkok during Songkran because of no traffic. Another said that after this, they would visit the Grand Palace for worshipping Emerald Buddha and taking a picture, and then attend water activities at Kao San Road in the evening. They both said that what influenced them to attend the activity during Songkran were friends. They would not attend if her friends didn't come with her.

Second, a middle-aged woman attended with her family, her husband and three children. She said that they learned about this activity on TV yesterday. Her kids wanted to come here and she thought this was a perfect time to get them attending traditional Songkran festival. She said that it was a first time for her kids visiting Wat Pho. She said that her husband wanted to take them to Chiang Mai but she disagreed because her kids were too young. She didn't feel secure on the accident situation during Songkran. "You might be a good driver but others might not be", she said. Yesterday they stayed home all day watching special program on TV. She said that the influence that affected her decision to attend the activities during Songkran was her

family. She wanted to stay home but if her kids wanted to go out, she and her husband would be happy taking them. For other activities, they would go to department store seeing a movie and getting some ice cream or KFC.

Wat Suthat Thepwararam Ratchaworamahawiharn

Wat Suthat or Wat Suthat Thepwararam Ratchaworamahawiharn was another location of 'Songkran Splendors festival in Bangkok' conducted by Tourism Authority in Thailand. The researcher observed and took a picture of the activities on 14 April during 10.30a.m.-12.30p.m. Songkran activities here were set as temple fair theme at open air outside of the temple. There were people inside the temple. They flowed into the temple for making a merit and worshipping Buddha image. There was an activity called Vipassana Meditation for Buddhists where attendants had to dress in white.

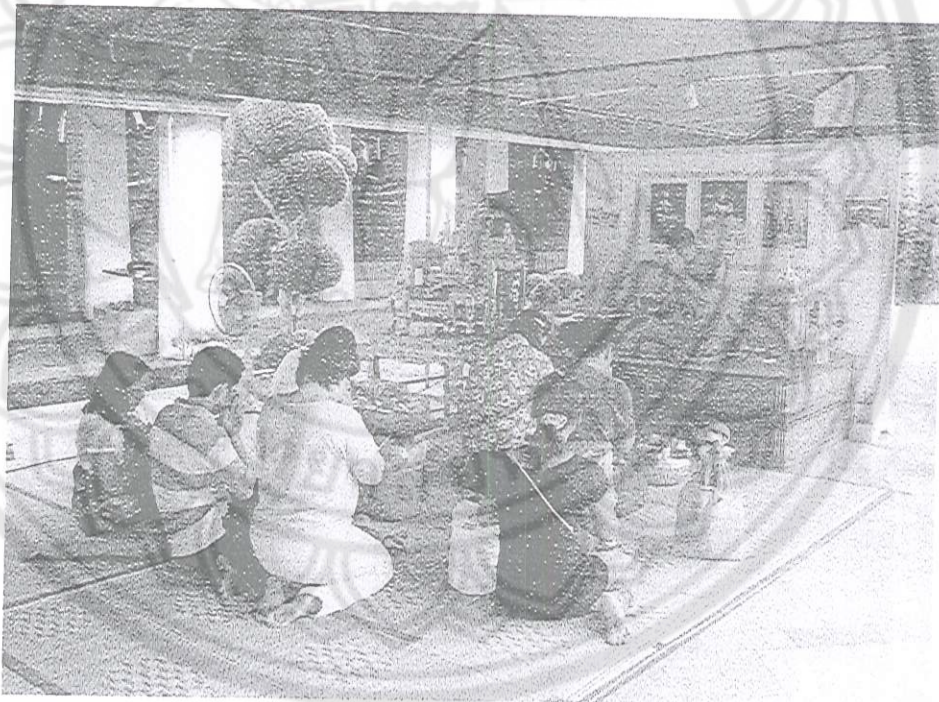


Figure 17 Bringing basic necessities for monks and paying homage to ancestor ceremony

A highlight of Songkran activities at Wat Suthat was bathing Pra Phuttha Sihing, one of the most respectful Buddha image for Thais. He normally stayed in the national museum. Only during Songkran holidays, He was installed respectfully temporarily for people to come bathe for auspicious luck. Most of the people visited Wat Suthat this year because they would like to worship Pra Phuttha Sihing.



Figure 18 Bathing Pra Phuttha Sihing, one of the most famous Buddha images for Thai Buddhists

Stalls at the fair opened late. One shop keeper said that most of people came here for two times; one came in the morning to attend religious activities, they did not really attend the fair. Another came in the evening around 5p.m. onwards for the fair because the weather was nice during that time; it was not so hot like during the day. Therefore, instead of opening their stalls two times, it was better for them to open in the evening. She said that permanent shop like hers could open all day because her house was there.

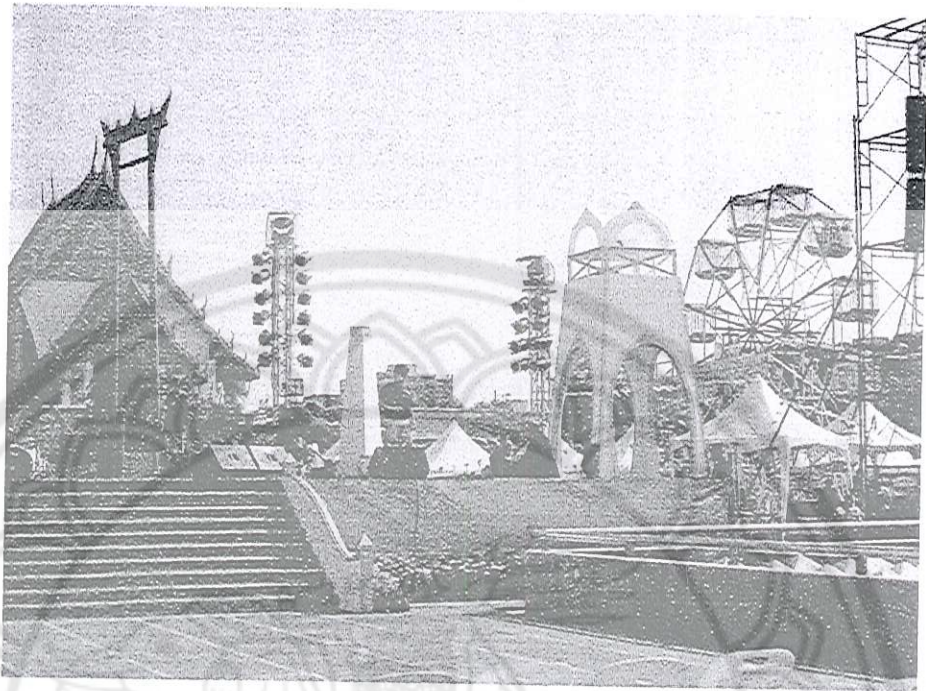


Figure 19 Songkran activities at Wat Suthat with temple fair theme



Figure 20 Food booths

I had a conversation with an informant, an elder woman. She said that she lived near the temple. She mentioned that temple fair would really start about late afternoon. She already attended yesterday. The influence affected her decision to get there again because it was fun. She was happily walking and seeing stalls and performances. "Food is good", she said. Some food reminded her when she was young. She said that her daughter went to Singapore with her family. She attended the fair with her neighbors.

Khao San Road

The researcher observed and took a picture of water splashing activities on Khao San Road on 14 April during 5p.m.-8p.m. People started playing from the main Ratchadamnueng road along into Khao San Road. There were people of various ages and nationalities in attendance.



Figure 21 Splashing water

All people were observed having fun splashing water to one another. Most of them came with groups of friends. The policemen were set for security and emergency. People were checked before getting inside Khao San Road. Police checked to make sure that attendants didn't bring any weapons or even white clay

filler into Khao San Road. However, people who played outside Khao San Road still used white clay filler powdering others' faces.



Figure 22 Policemen in Khao San Road

The two sides of the street had many stalls along selling foods, snacks, beverages and others such as white clay filler, water guns, and including alcohols or even clean water for people who wanted to wash their face and body.



Figure 23 Lots of stalls selling their stuff along both sides of the street

The researcher had a conversation with a student female while she was waiting for food at the food stall. She said she came with her friends. She joined water splashing activities here for 3 years. The most significant influence on her and her friends to attend this activity was friends. One of her friends added that they already went to the temple with their family in the morning while another said she was not from Bangkok but she already went back home two weeks ago.

Silom Road

The researcher observed and took a picture of water splashing activities on Silom Road on 15 April during 3p.m.-4.30p.m. Compared to Central world and Siam Paragon, Silom Road had the biggest number of people attending the water festival as roughly estimated.

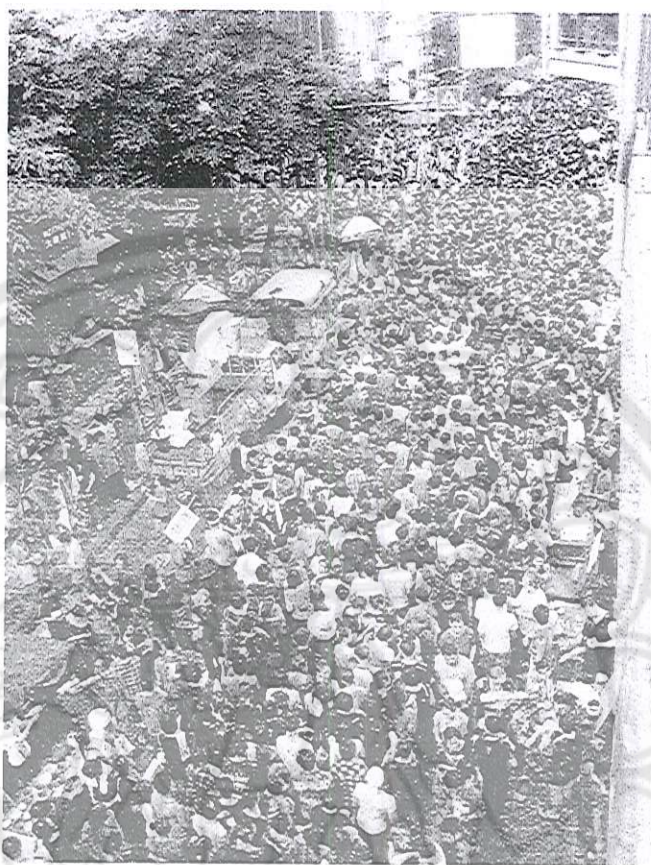


Figure 24 People attending water festival along the long Silom road

In the water splashing area there were people shooting the water from the water truck into the street. As a result, people on the street walked under the splashing shower water and got wet with no need to splash water to each other. This made people felt that they were on the shower together. People seemed to enjoy with the way of this water splashing. However, there were many people who brought water gun into the area but it was too difficult to play with those water guns because of the crowded people on the street. There were some people walking on the footpath taking their water guns shooting water to others.



Figure 25 Big water splashing from the side of the road into the road

On the footpath along the street, there were many stalls selling foods and other stuffs such as foods, snacks and beverages, water guns, white clay fillers, new cloths and clean water. Lots of fast food stores were still open and welcomed people with wet clothes. Many people went and took a rest and also grabbed some food over there.



Figure 26 Lots of stalls on the footpath

During the observation, the researcher had a conversation to a man. He was working for 32 years in a famous hotel in Silom area. He said that the influence in making him decide to join water splashing activity was the transport accessibility. It was close to his workplace and easy for him to get home. He attended this activity after work and he went back home by BTS. His hometown was in Nakornsawan. He didn't go home because he had to work during Songkran holidays. He already made merit and bathed Buddha image with his colleagues at his workplace.

Siam Paragon

Researcher observed and took a picture of water splashing activities on Siam Paragon on 15 April during 4.45p.m.-5.45p.m. Songkran activity and water splashing activities at Siam Paragon was set for the first time in 2012 under the name 'Siam Paragon Summer Blast Festival'. In the same area at Siam Square, there was another

Songkran activity under the slogan “April Songkran, loin cloth goes inter” (It was called in Thai as “สงกรานต์เมฆาผ้าขาวม้าครองโลก”). People who wanted to attend the activities had to wear clothes with loincloth or bring their accessory made with loincloth into the area. It was observed that there were not many people attending the activities in the area as compared to Silom and Central World.



Figure 27 Campaign of Songkran activities at Siam Paragon

Source: Thairat online news, 2012

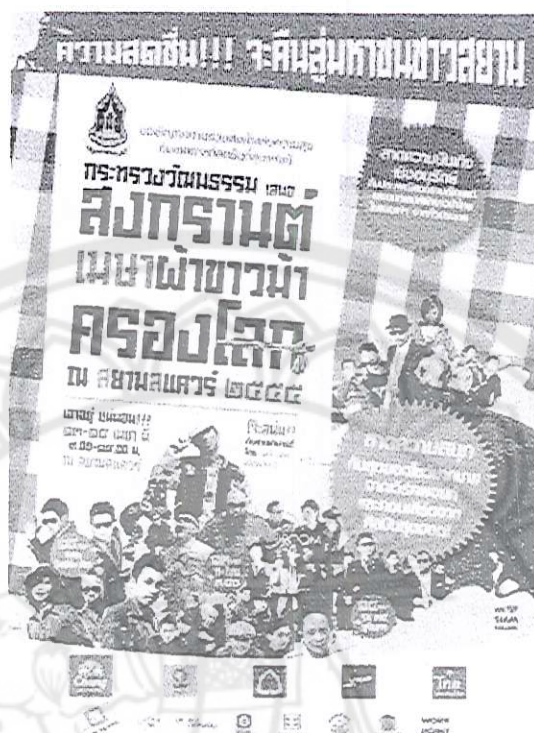


Figure 28 Campaign of Songkran activities at Siam Square

Source: Edtguide online news, 2012



Figure 29 People were watching concert at Siam Paragon

Central World

The researcher observed and took a picture of water splashing activities on Central World on 15 April during 6p.m.-7p.m. Central world divided the events into 3 zones; first, Carnival world was set like amusement park with lots of playthings such as Ferris wheel, roundabout, and rubber house. Second, Entertainment world had live concert show and also lots of food stalls. The last, Water world was set with foam party for a limited area. People had to wait fall in line to get in this zone. Moreover, Central World set a big activity to break the Guinness World Records for the largest water gun fight splashing water.



Figure 30 Carnival world



Figure 31 Entertainment world



Figure 32 Water world

Many people who didn't want to wait for a line of foam party walked with water guns splashing water to one another around the area.

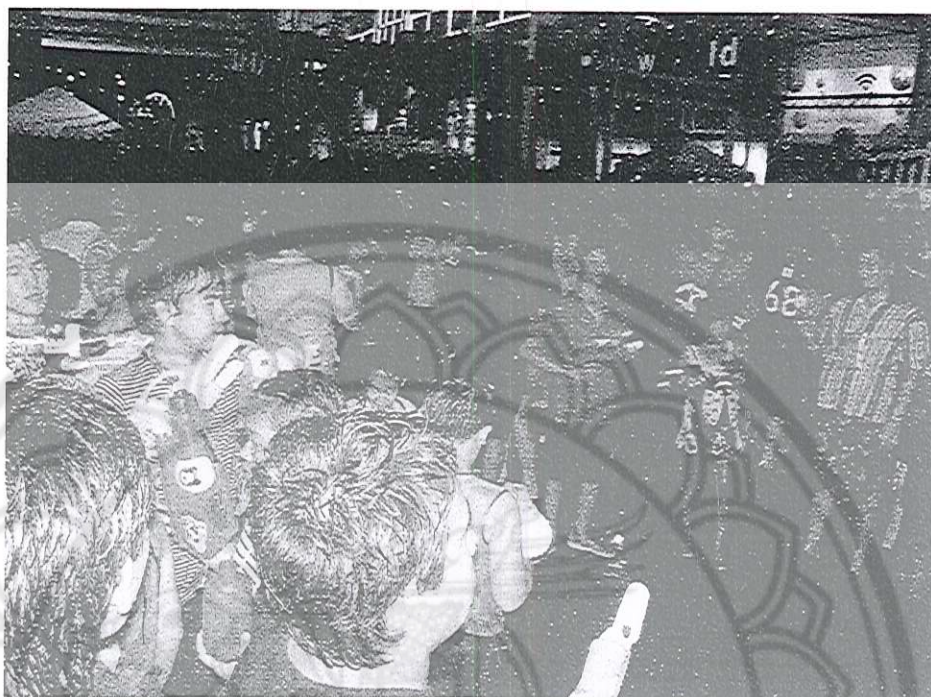


Figure 33 Young people splashing water to each other for fun

During observations, the researcher had a conversation with a young woman at the Entertainment world. She was waiting for a concert. She was 26 years old working in a private company in Bangkok. She went with her group of 4 females. She said that they intended to come to Central world because of Burin's concert, their favorite singer. She said that what influenced her to attend the activities was the interesting activities. They would attend every place that had Burin Concert during Songkran. It was free and fun. She didn't really come to join water splashing activity but she didn't mind getting wet. She said she enjoyed the activities here. She said it was fun and interactive.

M2F presents Bangkok Songkran festival

อีโคโนมีย์สงกรานต์ใน ๗ กลางกรุง

M2F presents
Bangkok Songkran festival

centralw@rld 13-15 April 2012
Carnival • Concert & DJ • Water World • Foam Party

13-15 April 2012

อีโคโนมีย์สงกรานต์ กลางกรุง! พบกับสื่อพิมพ์ M2F จัดงานเทศกาลสงกรานต์ที่กลางกรุงให้ประชาชนมาร่วมสนุกกับการเล่นน้ำและกิจกรรมต่างๆ คล้ายงานวัดในสมัยก่อนมากมาย เช่น ถึงเจ้าสงกรานต์ ม้าหมุน ค้อนเสียด ฯลฯ และร้านค้าอาหารอร่อยดังทั่วกรุงเทพฯ มาสนุกเล่นน้ำสงกรานต์ที่โซนสำหรับเล่นน้ำโดยเฉพาะภายใต้ชื่อ "โฟมปาร์ตี้ เอ็กซ์ตรึม" ซึ่งมีของเล่นรอบของกิจกรรมบนเวทีด้วยงานของไทยเราได้สานด้านนาฬิกาเรือนละเอียด

Celebrate Thai new year with M2F newspaper at Songkran festival. This year we hold an event tracing back to the old times with plays and rides like ferris wheels, merry-go-round, concert events, and famous food stores from around Bangkok. Have fun at CentralWorld Square with Foam Party-sexy dance under our sweet culture.

Figure 34 Campaign of Songkran Festival at Central World

Source: Thai Package Tour, 2012

Section two: Survey result

Online questionnaires were distributed to 400 respondents between 7 and 31 May 2012 in order to investigate the influences on decision making of Thais on their Songkran holidays. The reliability of the questionnaire using Cronbach's alpha coefficient was 0.695, meaning that the questionnaire was moderately reliable.

The results of descriptive statistics were demonstrated in two approaches as follows:

1. Descriptive statistics

Part 1: Demographics of respondents

Part 2: Push and pull factors on decision-making of Thais for their Songkran holidays 2012

Part 3: Thais' Behaviors for Their Songkran Holidays in 2012

Part 4: Activities in Songkran holidays in 2012

2. Inferential statistics

Part 5: Independent t-test analysis

Part 6: One-way ANOVA analysis

Part 7: Linear regression analysis

Descriptive statistics

Part 1 Demographics of respondents

The analysis revealed that 61.5% of respondents were born in Bangkok and 86.0% work in Bangkok. 70.0% of respondents were female (n=280) and 30.0% were male. The age of respondents was between 21-45 years (96.3%), earned a bachelor's degree (57.8%), earning over THB 25,000 (57.8%) and working in a private company (58.5%) (See table 1).

Table 1 Frequency and percentage of respondents in terms of demographics

Demographics	Frequency	Percentage
Birth Place		
Bangkok	246	61.5
Upcountry	154	38.5
Total	400	100.0
Work Places		
Bangkok	344	86.0
Upcountry	56	14.0
Total	400	100.0
Gender		
Male	120	30.0
Female	280	70.0
Total	400	100.0
Age		
20 years and below	0	0.0
21-45 years	386	96.5
46-65 years	14	3.5
66 and above	0	0.0
Total	400	100.0
Education		
Below Bachelor	8	2.0
Bachelor	231	57.8
Master and over	161	40.3
Total	400	100.0

Table 1 (cont.)

Demographics	Frequency	Percentage
Occupation		
Students	54	13.5
Public Officers	23	5.8
Private Employees	234	58.5
Service Enterprises	42	10.5
Business Owners	38	9.5
Freelance	9	2.3
Total	400	100.0
Monthly Incomes		
THB 15,000 and below	76	19.0
THB 15,001-45,000	231	57.8
THB 45,001-60,000	52	13.0
THB 60,001 and over	41	10.3
Total	400	100.0

Part 2 Push and Pull factors on decision making of Thais for their Songkran holidays 2012

The result of the data analysis of the influences of push and pull factors of Thais for their Songkran Holidays was divided into 2 topics and 13 issues as below;

Topic 1: Push Factors

1. Family togetherness
2. Social interaction
3. Self-exploration
4. Adventures
5. Relaxation
6. Cultural value
7. Knowledge

Topic 2: Pull Factors

8. Attractions
9. Costs of activities
10. Songkran activities
11. Safety
12. Facilities and infrastructure
13. Transport accessibility

Influences of push and pull traveling factors after having been measured by the five Likert scales could be explained as below;

The score among 1.00 - 1.80 = least influential

The score among 1.81 - 2.61 = less influential

The score among 2.62 - 3.42 = neutral

The score among 3.43 - 4.23 = much influential

The score among 4.24 - 5.00 = most influential

Result of the analysis of push and pull factors revealed that **Relaxation** (Mean = 4.29, S.D. = 0.91) was the major issue of Push factors influencing Thais for their Songkran holidays while **Safety** (Mean = 4.18, S.D. = 0.97) was the major issue of Pull factors. The least influential push factors and pull factors were **Knowledge** (Mean = 2.48, S.D. = 1.05) and **Songkran activities** (Mean = 3.44, S.D. = 1.04) respectively (Table 2 and Table 3).

Table 2 Means, standard deviation and meaning of push factor

Influences		Mean	S.D.	Explanation
Push Factors		3.31	0.58	Neutral
1.	Family togetherness	4.11	1.09	Much
2.	Social interaction	3.31	1.03	Neutral
3.	Self-exploration	2.99	1.20	Neutral
4.	Adventures	2.65	1.07	Neutral
5.	Relaxation	4.29	0.91	Most
6.	Cultural Values	3.37	1.05	Neutral
7.	Knowledge	2.48	1.05	Less

1.00 - 1.80 = least influential

1.81 - 2.61 = less influential

2.62 - 3.42 = neutral

3.43 - 4.23 = much influential

4.24 - 5.00 = most influential

From Table 2, it is indicated that the push factors which is the top influential factor on decision making of Thais for their Songkran Holidays was **Relaxation** (Mean = 4.29, S.D. = 0.91), followed by much influential factor which was **Family togetherness** (Mean = 4.11, S.D. = 1.09), neutral influential factors were **Cultural Value** (Mean = 3.37, S.D. = 1.05, **Social interaction** (Mean = 3.31, S.D. = 1.03), **Self-exploration** (Mean = 2.99, S.D. = 1.05, and **Adventures** (Mean = 2.65, S.D. = 1.07), and the least influential factor was **Knowledge** (Mean = 2.48, S.D. = 1.05).

Table 3 Means, standard deviation and meaning of pull factor

Influences		Mean	S.D.	Explanation
Pull Factors		3.79	0.75	Much
1.	Attractions	3.67	1.21	Much
2.	Costs of activities	3.51	1.09	Much
3.	Songkran activities	3.44	1.04	Much
4.	Safety	4.18	0.97	Much
5.	Facilities and infrastructures	3.97	1.00	Much
6.	Transport accessibility	3.99	1.02	Much

1.00 - 1.80 = least influential

1.81 - 2.61 = less influential

2.62 - 3.42 = neutral

3.43 - 4.23 = much influential

4.24 - 5.00 = most influential

From Table 3, it was indicated that the major pull factor of Thais for their Songkran Holidays were **Safety** (Mean = 4.18, S.D. = 0.97), followed by **Transport accessibility** (Mean = 3.99, S.D. = 1.03), **Facilities and infrastructures** (Mean = 3.97, S.D. = 1.00), **Attractions** (Mean = 3.67, S.D. = 1.21), **Cost of activities** (Mean = 3.51, S.D. = 1.09, and least was **Songkran activities** (Mean = 3.44, S.D. = 1.04).

Part 3 Thais' Behaviors for Their Songkran Holidays in 2012

The result of the data analysis of Thais' behaviors for their Songkran holidays in 2012 revealed that 67.8% of respondents (n = 400) spent their Songkran holidays with their **Family** (n = 271), 78.3% spent their Songkran holidays for **2-5 days**, and 42.0% spent their money for their Songkran Holidays between **THB 5,000 – 15,000** (See Table 4).

Table 4 Frequency and percentage of respondents in terms of Thais behaviors

Behaviors	Frequency	Percentage
With Whom They Spent		
Alone	29	7.3
Family	271	67.8
Friends	61	15.3
Lover	39	9.8
Total	400	100.0
Days Spent		
1 days	5	1.3
2-5 days	313	78.3
More than 5 days	82	20.5
Total	400	100.0
Money Spent		
THB 5,000 and below	157	39.3
THB 5,001 -15,000	168	42.0
THB 15,001-25,000	46	11.5
THB 25,001 and over	29	7.3
Total	400	100.0

Part 4 Activities in Songkran Holidays in 2012

The result of the data analysis of the influences of traditional and leisure activities in 2012 of Thais for their Songkran Holidays was divided into 2 topics and 18 issues as below;

Topic 1: Traditional activities

1. Family reunion
2. Making merit
3. Releasing animals freely
4. Paying homage
5. Bathing Buddha image

6. Bathing monks
7. Bathing adults
8. Carrying sand to temple
9. Water Splashing
10. Entertaining activities

Topic 2: Leisure activities

11. Nine temple worship tour
12. Dinner out
13. Movie and concert
14. Home relaxation
15. Shopping
16. Travel to upcountry
17. Travel abroad
18. Social activities

Result of the analysis of traditional and leisure activities revealed that **Making Merit** (N= 256, 20.2%) was the top traditional activity that Thais attend on their Songkran holidays while **Home Relaxation** (N = 270, 25.3%) was the top leisure activity. The least traditional activity and leisure activity were **Releasing freely Animals** (N = 24, 1.9%) and **Social Activities** (N = 22, 2.1%) respectively (Table 5 and Table 6).

Table 5 Traditional activities that Thais participated the most in 2012

Traditional activities	Responses		
	N	Percentages	Percentages of cases
Family reunion	200	15.8%	50.0%
Making merit	256	20.2%	64.0%
Releasing freely animals	24	1.9%	6.0%
Paying homage to ancestors	58	4.6%	14.5%
Bathing Buddha image	235	18.6%	58.8%
Bathing monks	61	4.8%	15.3%
Bathing adults	175	13.8%	43.8%
Carrying sand into the temple	27	2.1%	6.8%
Water splashing	148	11.7%	37.0%
Entertaining activities	82	6.5%	20.5%
Total	1266	100.0%	316.5%

From Table 5, it indicated the traditional activities that Thais participated during their Songkran holidays which are 20.2% **Making Merit** (N = 256), followed by **Bathing Buddha Image** (18.6%), **Family Reunion** (15.8%), **Water Splashing** (11.7%), **Bathing Adults** (13.8%), **Entertaining Activities** (6.5%), **Paying Homage to Ancestors** (4.6%), **Bathing Monks** (4.8%), **Releasing Freely animals** (1.9%), and **Carrying Sand into temple** (2.1%) respectively.

Table 6 Leisure activities that Thais participated the most in 2012

Leisure activities	Responses		
	N	Percentages	Percentages of cases
Nine temple worship tour	95	8.9%	23.8%
Dinner out	239	22.4%	59.9%
Movie and concert	66	6.2%	16.5%
Home relaxation	270	25.3%	67.7%
Shopping	154	14.4%	38.6%
Travel to upcountry	140	13.1%	35.1%
Travel abroad	83	7.8%	20.8%
Social activities	22	2.1%	5.5%
Total	1069	100.0%	267.9%

From Table 6, it indicated the leisure activities that Thais participated during their Songkran holidays. 25.3% chose **Home Relaxation** (N = 270), followed by **Dinner Out** (22.4%), **Shopping** (14.4%), **Travel to Upcountry** (13.1%), **Travel abroad** (7.8%), **Nine Temple Worship Tour** (8.9%), **Movie and Concert** (6.2%), and **Social activities** (2.1%) respectively.

Inferential Statistics

Inferential statistics was used to make inference and judgment on the basis of a sample and answer the objectives of this research.

1. A contingency table analysis was conducted to establish in order to analyze the influence between the difference of demographic factors on decision making of Thais to participate in activities during their Songkran holidays, which was classified by Birth place, Work place, Gender, Age, Education level, Occupation and Monthly income.

Independent T-test analysis were conducted to compare the mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays classified by birth place, work place, gender and

age (Part 5). ANOVA and Scheffe was utilized to find the difference of mean of demographic factors on decision making of Thais to participate in activities during Songkran holidays classified by educational level, occupation, and monthly income (Part 6).

Part 5 Independent t-test analysis

1. The result of the comparing mean different of demographic factors on decision making of Thais to participate in activities during their Songkran holidays classified by birth places was identified in the Table 7.

Table 7 Independent t-test analysis of mean difference between birthplace and activities in Songkran that Thais decided to participate during Songkran holidays

	Bangkok		Upcountry		t	P
	Mean	S.D.	Mean	S.D.		
Activities in Songkran	0.32	0.15	0.33	0.15	-0.88	0.38

Note *Level of significance at $p < 0.05$

From Table 7; the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays classified by birth place, it indicated that there was no significant of different birth place influencing decision making of Thais to participate activities during Songkran holidays.

Table 8 Independent t-test analysis of mean difference between birthplace and each activity that Thais decided to participate during Songkran holidays

Activities in Songkran	Bangkok		Upcountry		t	P
	Mean	S.D.	Mean	S.D.		
Traditional activities	0.30	0.19	0.35	0.20	-2.45	0.02*
-Family reunion	0.44	0.50	0.59	0.49	-2.90	0.00*
-Making merit	0.65	0.48	0.63	0.48	0.33	0.74
-Releasing animals freely	0.06	0.24	0.06	0.24	0.10	0.92
-Paying homage to ancestors	0.17	0.37	0.11	0.31	1.62	0.11
-Bathing Buddha image	0.58	0.49	0.60	0.49	-0.32	0.75
-Bathing monks	0.14	0.35	0.17	0.38	-0.72	0.47
-Bathing adults	0.38	0.49	0.53	0.50	-3.04	0.00*
-Carrying sand into the temple	0.07	0.25	0.07	0.26	-0.25	0.80
-Water splashing	0.31	0.46	0.46	0.50	-2.96	0.00*
-Entertaining activities	0.18	0.39	0.24	0.43	-1.35	0.18
Leisure activities	0.35	0.19	0.32	0.17	1.58	0.12
-Nine temple worship tour	0.22	0.41	0.27	0.44	-1.05	0.29
-Dinner out	0.62	0.49	0.56	0.50	1.25	0.21
-Movie and concert	0.20	0.40	0.11	0.31	2.47	0.01*
-Home relaxation	0.69	0.46	0.66	0.48	0.65	0.52
-Shopping	0.42	0.49	0.33	0.47	1.77	0.08
-Travel to upcountry	0.33	0.47	0.39	0.49	-1.30	0.19
-Travel abroad	0.25	0.43	0.14	0.35	2.66	0.01*
-Social activities	0.04	0.21	0.07	0.26	-1.08	0.28

Note *Level of significance at $p < 0.05$

From Table 8; the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in traditional activities and leisure activities during Songkran holidays classified by birth place indicated that one significance of birth place was revealed on **Traditional activities** $t(400) = -2.45, p < 0.05$ (Mean Bangkok = 0.30, Mean Upcountry = 0.35). It also revealed that Thais who were born in upcountry participated in traditional activities more than Thais who were born in Bangkok.

Considering the issue of traditional activities during Songkran holidays which contained 10 issues, Table 8 indicated that the results of an independent t-test revealed three issues significant of traditional activities which were **Family reunion** $t(400) = -2.90, p < 0.05$ (Mean Bangkok = 0.44, Mean Upcountry = 0.59); it revealed that Thais who were born in upcountry participated in family reunion more than Thais who were born in Bangkok, **Bathing adults** $t(400) = -3.04, p < 0.05$ (Mean Bangkok = 0.38, Mean Upcountry = 0.53); it revealed that Thais who were born in upcountry participated in bathing adults more than Thais who were born in Bangkok; and **Water splashing** $t(400) = -2.96, p < 0.05$ (Mean Bangkok = 0.31, Mean Upcountry = 0.46); it revealed that Thais who were born in upcountry participated in water splashing more than Thais who were born in Bangkok.

Considering the issue of leisure activities during Songkran holidays which contained 8 issues, Table 8 indicated that the results of an independent t-test revealed two issues significant of leisure activities which were **Movie and concert** $t(400) = 2.47, p < 0.05$ (Mean Bangkok = 0.20, Mean Upcountry = 0.11); it revealed that Thais who were born in Bangkok participated in movie and concert more than Thais who were born in upcountry, and **travel abroad** $t(400) = 2.66, p < 0.05$ (Mean Bangkok = 0.25, Mean Upcountry = 0.14); it revealed that Thais who were born in Bangkok participated in travel abroad more than Thais who were born in upcountry.

2. The result of comparing the mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays by work places was identified in the Table 9.

Table 9 Independent t-test analysis of mean difference between work place and activities in Songkran that Thais decided to participate during Songkran holidays

Activities in Songkran	Bangkok		Upcountry		t	P
	Mean	S.D.	Mean	S.D.		
Activities in Songkran	0.32	0.15	0.38	0.16	-3.09	0.00*

Note *Level of significance at $p < 0.05$

From Table 9, the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays classified by work place indicated that there was a significant difference in the work place influencing the decision making of Thais to participate in activities during Songkran holidays $t(400) = -3.09$, $p < 0.05$, (Mean_{Bangkok} = 0.32, Mean_{Upcountry} = 0.38); it revealed that Thais who worked in upcountry participated in activities during Songkran holidays 2012 more than Thais who worked in Bangkok.

Table 10 Independent t-test analysis of mean difference between work place and each activity that Thais decided to participate during Songkran holidays

Activities in Songkran	Bangkok		Upcountry		t	P
	Mean	S.D.	Mean	S.D.		
Traditional activities	0.31	0.19	0.37	0.21	-2.24	0.03*
-Family reunion	0.48	0.50	0.64	0.48	-2.37	0.02*
-Making merit	0.63	0.48	0.68	0.47	-0.65	0.52
-Releasing animals freely	0.05	0.22	0.11	0.31	-1.26	0.21
-Paying homage to ancestors	0.15	0.35	0.14	0.35	0.05	0.96
-Bathing Buddha image	0.60	0.49	0.54	0.50	0.85	0.40
-Bathing monks	0.15	0.35	0.20	0.40	-0.98	0.33
-Bathing adults	0.42	0.49	0.54	0.50	-1.60	0.11
-Carrying sand into the temple	0.06	0.24	0.11	0.31	-1.06	0.29
-Water splashing	0.36	0.48	0.45	0.50	-1.28	0.20
-Entertaining activities	0.19	0.39	0.30	0.46	-1.75	0.08
Leisure activities	0.32	0.18	0.40	0.21	-2.69	0.01*
-Nine temple worship tour	0.23	0.42	0.29	0.46	-0.91	0.36
-Dinner out	0.58	0.49	0.73	0.45	-2.39	0.02*
-Movie and concert	0.16	0.37	0.18	0.39	-0.29	0.77
-Home relaxation	0.65	0.48	0.80	0.40	-2.52	0.01*
-Shopping	0.37	0.48	0.50	0.50	-1.85	0.07
-Travel to upcountry	0.35	0.48	0.36	0.48	-0.12	0.90
-Travel abroad	0.21	0.41	0.18	0.39	0.57	0.57
-Social activities	0.04	0.20	0.13	0.33	-1.77	0.08

Note *Level of significance at $p < 0.05$

From Table 10; the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in traditional activities and leisure activities during Songkran holidays classified by work place indicated that two significant differences of work place were revealed on both activities which were **traditional activities** $t(400) = -2.24, p < 0.05$, (Mean _{Bangkok} = 0.31, Mean _{Upcountry} = 0.37); it revealed that Thais who worked in upcountry participated in traditional activities more than Thais who worked in Bangkok, and **leisure activities** $t(400) = -2.69, p < 0.05$, (Mean _{Bangkok} = 0.32, Mean _{upcountry} = 0.40); it revealed that Thais who worked in upcountry participated in leisure activities more than Thais who worked in Bangkok.

Considering the issue of traditional activities during Songkran holidays which contained 10 issues, Table 10 indicated that the results of an independent t-test revealed one issue significant of traditional activities which were **Family reunion** $t(400) = -2.90, p < 0.05$ (Mean _{Bangkok} = 0.48, Mean _{Upcountry} = 0.64); it revealed that Thais who worked in upcountry participated in family reunion more than Thais who were born in Bangkok.

Considering the issue of leisure activities during Songkran holidays which contained 8 issues, Table 10 indicated that the results of an independent t-test revealed two issues significant differences of leisure activities which were **Dinner out** $t(400) = -2.39, p < 0.05$ (Mean _{Bangkok} = 0.58, Mean _{Upcountry} = 0.73); it revealed that Thais who worked in upcountry participated in dinner out more than Thais who worked in Bangkok, and **Home relaxation** $t(400) = -1.85, p < 0.05$ (Mean _{Bangkok} = 0.65, Mean _{Upcountry} = 0.80); it revealed that Thais who worked in upcountry participated in home relaxation more than Thais who worked in Bangkok..

3. The result of the comparing the mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays by gender were identified in Table 11.

Table 11 Independent t-test analysis of mean difference between gender and activities in Songkran that Thais decided to participate during Songkran holidays

	Male		Female		t	P
	Mean	S.D.	Mean	S.D.		
Activities in Songkran	0.28	0.13	0.34	0.15	-4.63	0.00*

Note *Level of significance at $p < 0.05$

From Table 11; the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in activities for their Songkran holidays classified by gender indicated that there was a significant difference of different genders influencing the **decision making of Thais** to participate in activities for their Songkran holidays $t(400) = -4.63$, $p < 0.05$ (Mean_{male} = 0.28, Mean_{female} = 0.34); it revealed that Thai females participated in activities during Songkran holidays 2012 more than Thai males.

Table 12 Independent t-test analysis of mean difference between gender and each activity that Thais decided to participate during Songkran holidays

Activities in Songkran	Male		Female		t	P
	Mean	S.D.	Mean	S.D.		
Traditional activities	0.24	0.16	0.35	0.20	-5.55	0.00*
-Family reunion	0.35	0.48	0.56	0.50	-4.05	0.00*
-Making merit	0.53	0.50	0.69	0.47	-2.85	0.00*
-Releasing animals freely	0.03	0.16	0.08	0.26	-2.35	0.02*
-Paying homage to ancestors	0.09	0.29	0.17	0.37	-2.20	0.03*
-Bathing Buddha image	0.50	0.50	0.63	0.48	-2.30	0.02*
-Bathing monks	0.08	0.26	0.19	0.39	-3.30	0.00*
-Bathing adults	0.28	0.45	0.50	0.50	-4.32	0.00*
-Carrying sand into the temple	0.03	0.16	0.09	0.28	-2.75	0.01*
-Water splashing	0.35	0.48	0.38	0.49	-0.54	0.59
-Entertaining activities	0.20	0.40	0.21	0.41	-0.16	0.87
Leisure activities	0.32	0.18	0.34	0.19	-1.16	0.25
-Nine temple worship tour	0.13	0.34	0.28	0.45	-3.61	0.00*
-Dinner out	0.57	0.50	0.61	0.49	-0.82	0.41
-Movie and concert	0.18	0.39	0.16	0.36	0.65	0.52
-Home relaxation	0.65	0.48	0.69	0.47	-0.70	0.49
-Shopping	0.35	0.48	0.40	0.49	-0.95	0.34
-Travel to upcountry	0.37	0.48	0.34	0.48	0.46	0.65
-Travel abroad	0.24	0.43	0.19	0.40	1.07	0.29
-Social activities	0.05	0.22	0.06	0.23	-0.29	0.77

Note *Level of significance at $p < 0.05$

From Table 12; the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in traditional and leisure activities for their Songkran holidays classified by gender, it indicated that one significant difference of gender was revealed on **Traditional activities** $t(400) = -5.55, p < 0.05$ (Mean_{male} = 0.24, Mean_{female} = 0.35); it revealed that Thai females participated in traditional activities more than Thai males.

Considering the issue of traditional activities during Songkran holidays which contained 10 issues, Table 12 indicated that the results of an independent t-test revealed eight issues significant of traditional activities which were **Family reunion** $t(400) = -4.05, p < 0.05$ (Mean_{male} = 0.35, Mean_{female} = 0.56); it revealed that Thai females participated in family reunion more than Thai males, **Making merit** $t(400) = -2.85, p < 0.05$ (Mean_{male} = 0.53, Mean_{female} = 0.69); it revealed that Thai females participated in making merit more than Thai males, **Releasing animals freely** $t(400) = -2.35, p < 0.05$ (Mean_{male} = 0.03, Mean_{female} = 0.08); it revealed that Thai females participated in releasing animals more than Thai males, **Paying homage to ancestors** $t(400) = -2.20, p < 0.05$ (Mean_{male} = 0.09, Mean_{female} = 0.17); it revealed that Thai females participated in paying homage to ancestors more than Thai males, **Bathing Buddha image** $t(400) = -2.35, p < 0.05$ (Mean_{male} = 0.50, Mean_{female} = 0.63); it revealed that Thai females participated in bathing Buddha image more than Thai males, **Bathing monks** $t(400) = -3.30, p < 0.05$ (Mean_{male} = 0.08, Mean_{female} = 0.19); it revealed that Thai females participated in bathing monks more than Thai males, **Bathing adults** $t(400) = -4.32, p < 0.05$ (Mean_{male} = 0.28, Mean_{female} = 0.50); it revealed that Thai females participated in bathing adults more than Thai males, **Carrying sand into the temple** $t(400) = -2.75, p < 0.05$ (Mean_{male} = 0.03, Mean_{female} = 0.09); it revealed that Thai females participated in carrying sand into the temple more than Thai males.

Considering the issue of leisure activities during Songkran holidays which contained 8 issues, Table 12 indicated that the results of an independent t-test revealed one issue significant of leisure activities which were **Nine temple worship tour** $t(400) = -3.61, p < 0.05$ (Mean_{male} = 0.13, Mean_{female} = 0.28); it revealed that Thai females participated in nine temple worship tour more than Thai males.

4. The result of comparing the mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays by age was identified in the Table 13.

Table 13 Independent t-test analysis of mean difference between age and activities in Songkran that Thais decided to participate during Songkran holidays

	21- 45 years		46-65 years		t	P
	Mean	S.D.	Mean	S.D.		
Activities in Songkran	0.32	0.15	0.37	0.22	-0.77	0.46

Note *Level of significance at $p < 0.05$

From Table 13, the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in activities during Songkran holidays classified by age indicated that there was no significant difference in the age influencing the decision-making of Thais to participate in activities during Songkran holidays.

Table 14 Independent t-test analysis of mean difference between age and each activity that Thais decided to participate during Songkran holidays

Activities in Songkran	21- 45 years		46-65 years		t	P
	Mean	S.D.	Mean	S.D.		
Traditional activities	0.32	0.19	0.34	0.26	-0.52	0.60
-Family reunion	0.50	0.50	0.57	0.51	-0.53	0.60
-Making merit	0.65	0.48	0.50	0.52	1.11	0.27
-Releasing animals freely	0.06	0.24	0.07	0.27	-0.18	0.86
-Paying homage to ancestors	0.14	0.34	0.36	0.50	-1.64	0.12
-Bathing Buddha image	0.59	0.49	0.57	0.51	0.12	0.90
-Bathing monks	0.15	0.36	0.21	0.43	-0.65	0.51
-Bathing adults	0.42	0.49	0.79	0.43	-3.10	0.01*
-Carrying sand into the temple	0.06	0.25	0.14	0.36	-0.80	0.44
-Water splashing	0.38	0.49	0.14	0.36	2.35	0.03*
-Entertaining activities	0.21	0.41	0.07	0.27	1.86	0.08
Leisure activities	0.33	0.18	0.40	0.26	-1.02	0.33
-Nine temple worship tour	0.23	0.42	0.50	0.52	-1.94	0.07
-Dinner out	0.60	0.49	0.57	0.51	0.20	0.84
-Movie and concert	0.16	0.37	0.21	0.43	-0.50	0.61
-Home relaxation	0.68	0.47	0.64	0.50	0.26	0.79
-Shopping	0.39	0.49	0.29	0.47	0.81	0.43
-Travel to upcountry	0.34	0.48	0.50	0.52	-1.20	0.23
-Travel abroad	0.20	0.40	0.36	0.50	-1.15	0.27
-Social activities	0.05	0.22	0.14	0.36	-0.93	0.37

Note *Level of significance at $p < 0.05$

From Table 14, the result of the independent t-test analysis of mean difference of demographic factors on decision making of Thais to participate in traditional and leisure activities during Songkran holidays classified by age indicated that there was no significant difference of age revealed on both activities.

Considering the issue of traditional activities during Songkran holidays which contained 10 issues, Table 14 indicated that the results of an independent t-test revealed two issues significant of traditional activities which were **Bathing adults** $t(400) = -3.10, p < 0.05$ (Mean _{21-45 years} = 0.42, Mean _{46-65 years} = 0.79); it revealed that Thais' age 46-65 years participated in bathing adults more than Thais' age 21-45 years, and **Water splashing** $t(400) = 2.35, p < 0.05$ (Mean _{21-45 years} = 0.38, Mean _{46-65 years} = 0.36); it revealed that Thais' age 21-45 years participated in water splashing more than Thais' age 46-65 years.

Considering the issue of leisure activities during Songkran holidays which contained 8 issues, Table 14 indicated that the results of an independent t-test revealed no issue significant of leisure activities.

Part 6 ONE-WAY ANOVA analysis

5. The result of the comparing means different of demographic factors between educational level and activities that Thais decide to participate during Songkran holidays was identified in the Table 15.

Table 15 ANOVAs analysis of Mean difference between educational level and activities in Songkran that Thais decide to participate during Songkran holidays

		SS	df	MS	F	P
Activities in Songkran	Between Groups	0.07	2	0.03		
					1.48	0.23
	Within Groups	8.84	397	0.02		
Total		8.91	399			

Note *Level of significance at $p < 0.05$

From Table 15, the result of the ANOVA test analysis of mean difference of demographic factors influencing on decision making of Thais to participate activities during Songkran Holidays 2012 classified by educational level indicated that there was no significant difference in the educational level influencing the decision making of Thais to participate activities during Songkran holidays 2012.

Table 16 ANOVA analysis of Mean difference between educational level and each activity that Thais decide to participate during Songkran holidays

Activities in Songkran		SS	df	MS	F	P
Traditional activities	Between Groups	0.25	2	0.12		
					3.39	0.03*
	Within Groups	14.50	397	0.04		
	Total	14.75	399			
Family Reunion	Between Groups	0.45	2	0.22		
					0.89	0.41
	Within Groups	99.55	397	0.25		
	Total	100.00	399			
Making merit	Between Groups	0.16	2	0.08		
					0.35	0.70
	Within Groups	92.00	397	0.23		
	Total	92.16	399			
Releasing animalsfreely	Between Groups	0.19	2	0.09		
					1.65	0.19
	Within Groups	22.37	397	0.06		
	Total	22.56	399			

Table 16 (cont.)

Activities in Songkran		SS	df	MS	F	P
Paying homage to ancestors	Between Groups	0.02	2	0.01		
					0.10	0.91
	Within Groups	49.57	397	0.12		
	Total	49.59	399			
Bathing Buddha image	Between Groups	0.72	2	0.36		
					1.48	0.23
	Within Groups	96.22	397	0.24		
	Total	96.94	399			
Bathing monks	Between Groups	0.63	2	0.31		
					2.44	0.09
	Within Groups	51.07	397	0.13		
	Total	51.70	399			
Bathing adults	Between Groups	0.08	2	0.04		
					0.17	0.84
	Within Groups	98.35	397	0.25		
	Total	98.44	399			

Table 16 (cont.)

Activities in Songkran		SS	df	MS	F	P
Carrying sand into the temple	Between Groups	0.10	2	0.05		
					0.81	0.44
	Within Groups	25.07	397	0.06		
	Total	25.18	399			
Water splashing	Between Groups	3.99	2	1.99		
					8.87	0.00*
	Within Groups	89.25	397	0.22		
	Total	93.24	399			
Entertaining activities	Between Groups	1.77	2	0.89		
					5.55	0.00*
	Within Groups	63.42	397	0.16		
	Total	65.19	399			
Leisure activities	Between Groups	0.00	2	0.00		
					0.07	0.94
	Within Groups	13.53	397	0.03		
	Total	13.53	399			

Table 16 (cont.)

Activities in Songkran		SS	df	MS	F	P
Nine temple worship tour	Between Groups	0.71	2	0.36		
					1.97	0.14
	Within Groups	71.72	397	0.18		
	Total	72.44	399			
Dinner out	Between Groups	0.02	2	0.01		
					0.04	0.96
	Within Groups	96.18	397	0.24		
	Total	96.20	399			
Movie and concert	Between Groups	0.06	2	0.03		
					0.22	0.81
	Within Groups	55.05	397	0.14		
	Total	55.11	399			
Home relaxation	Between Groups	1.09	2	0.54		
					2.49	0.08
	Within Groups	86.66	397	0.22		
	Total	87.75	399			

Table 16 (cont.)

Activities in Songkran		SS	df	MS	F	P
Shopping	Between Groups	0.67	2	0.34		
					1.42	0.24
	Within Groups	94.04	397	0.24		
	Total	94.71	399			
Travel to upcountry	Between Groups	1.07	2	0.54		
					2.37	0.09*
	Within Groups	89.93	397	0.23		
	Total	91.00	399			
Travel abroad	Between Groups	0.39	2	0.19		
					1.18	0.31
	Within Groups	65.39	397	0.16		
	Total	65.78	399			

Note *Level of significance at $p < 0.05$

From Table 16; the result of the ANOVA test analysis of mean difference of demographic factors on decision making of Thais to participate activities during Songkran Holidays classified by educational level indicated that there was one significant difference of Songkran activities which was **traditional activities** $f(400) = 3.39, p < 0.05$.

The result of the data analysis comparing the mean difference of demographic factors on decision making of Thais for their Songkan holidays using Scheffe test with alpha set at 0.05 classified by educational level found that there was no significant relationship between educational level and traditional activities.

Considering the issue of activities in Songkran on the decision-making of Thais to participate in the traditional activities during Songkran holidays which contained 18 issues, Table 16 indicated that the results of ANOVA test revealed two issues of significant differences of traditional activities which were **Water splashing** $f(400) = 8.87, p < 0.05$ (See table 17), and **Entertaining activities** $f(400) = 5.55, p < 0.05$ (See table 18).

Table 17 F-test analysis of mean difference between educational level and water splashing

Educational level	Mean	Below Bachelor	Bachelor	Master and above
		0.75	0.43	0.26
Below Bachelor	0.75		0.32	0.49*
Bachelor	0.43			0.17*
Master and above	0.26			

Note *Level of significance at $p < 0.05$

From Table 17, it showed that there were two significant differences of educational level on **Water splashing** $f(400) = 8.87, p < 0.05$ (Mean_{below bachelor} = 0.75, Mean_{bachelor} = 0.43, Mean_{master and above} = 0.26); it revealed that Thais below Bachelor and Thais under Bachelor participated in water splashing more than Thais under Master and above.

Table 18 F-test analysis of mean differences between educational level and entertaining activities

Educational level	Mean	Below Bachelor	Bachelor	Master and above
		0.50	0.24	0.14
Below Bachelor	0.50		0.26	0.36*
Bachelor	0.24			0.11*
Master and above	0.14			

Note *Level of significance at $p < 0.05$

From Table 18, it showed that there were two significant differences of educational level on **Entertaining activities** $f(400) = 5.55$, $p < 0.05$ (Mean_{below bachelor} = 0.50, Mean_{bachelor} = 0.24, and Mean_{master and above} = 0.14); it revealed that Thais below Bachelor and Thais under Bachelor participated in entertaining activities more than Thais under Master and above.

6. The result of the comparing means the difference of demographic factors between occupation and activities that Thais decide to participate during Songkran holidays was identified in Table 19.

Table 19 ANOVA analysis of Mean difference between occupation and activities in Songkran that Thais decide to participate during Songkran holidays

		SS	df	MS	F	P
Activities in Songkran	Between Groups	0.20	5.00	0.04		
					1.80	0.11
	Within Groups	8.71	394.00	0.02		
Total		8.91	399.00			

Note *Level of significance at $p < 0.05$

From Table 19 the result of the ANOVA test analysis of mean difference of demographic factors influencing the decision-making of Thais to participate in activities during Songkran Holidays 2012 classified by occupation indicated that there was no significant difference in the occupation influencing the decision making of Thais to participate in activities during Songkran holidays 2012.

Table 20 ANOVAs analysis of Mean difference between occupation and each activity that Thais decide to participate during Songkran holidays

Activities in Songkran		SS	df	MS	F	P
Traditional activities	Between Groups	0.38	5	0.08		
					2.09	0.07
	Within Groups	14.37	394	0.04		
	Total	14.75	399			
Family Reunion	Between Groups	5.59	5	1.12		
					4.67	0.00*
	Within Groups	94.41	394	0.24		
	Total	100.00	399			
Making merit	Between Groups	0.94	5	0.19		
					0.81	0.54
	Within Groups	91.22	394	0.23		
	Total	92.16	399			
Releasing animals freely	Between Groups	0.38	5	0.08		
					1.34	0.25
	Within Groups	22.18	394	0.06		
	Total	22.56	399			

Table 20 (cont.)

Activities in Songkran		SS	df	MS	F	P
Paying homage to ancestors	Between Groups	1.33	5	0.27		
					2.17	0.06
	Within Groups	48.26	394	0.12		
	Total	49.59	399			
Bathing Buddha image	Between Groups	2.71	5	0.54		
					2.26	0.05
	Within Groups	94.23	394	0.24		
	Total	96.94	399			
Bathing monks	Between Groups	0.51	5	0.10		
					0.78	0.56
	Within Groups	51.19	394	0.13		
	Total	51.70	399			
Bathing adults	Between Groups	3.20	5	0.64		
					2.65	0.02*
	Within Groups	95.24	394	0.24		
	Total	98.44	399			

Table 20 (cont.)

Activities in Songkran		SS	df	MS	F	P
Carrying sand into the temple	Between Groups	0.26	5	0.05		
					0.83	0.53
	Within Groups	24.91	394	0.06		
	Total	25.18	399			
Water splashing	Between Groups	0.85	5	0.17		
					0.72	0.61
	Within Groups	92.39	394	0.23		
	Total	93.24	399			
Entertaining activities	Between Groups	1.25	5	0.25		
					1.54	0.18
	Within Groups	63.94	394	0.16		
	Total	65.19	399			
Leisure activities	Between Groups	0.24	5	0.05		
					1.39	0.23
	Within Groups	13.30	394	0.03		
	Total	13.53	399			

Table 20 (cont.)

Activities in Songkran		SS	df	MS	F	P
Nine temples worship tour	Between Groups	1.80	5	0.36		
					2.01	0.08
	Within Groups	70.64	394	0.18		
	Total	72.44	399			
Dinner out	Between Groups	3.31	5	0.66		
					2.80	0.02*
	Within Groups	92.89	394	0.24		
	Total	96.20	399			
Movie and concert	Between Groups	0.21	5	0.04		
					0.31	0.91
	Within Groups	54.90	394	0.14		
	Total	55.11	399			
Home relaxation	Between Groups	2.00	5	0.40		
					1.84	0.10
	Within Groups	85.75	394	0.22		
	Total	87.75	399			

Table 20 (cont.)

Activities in Songkran		SS	df	MS	F	P
Shopping	Between	1.31	5	0.26		
	Groups					
					1.11	0.36
	Within	93.40	394	0.24		
	Groups					
	Total	94.71	399			
Travel to upcountry	Between	1.04	5	0.21		
	Groups					
					0.91	0.47
	Within	89.96	394	0.23		
	Groups					
	Total	91.00	399			
Travel abroad	Between	1.18	5	0.24		
	Groups					
					1.44	0.21
	Within	64.59	394	0.16		
	Groups					
	Total	65.78	399			
Social activities	Between	0.23	5	0.05		
	Groups					
					0.90	0.48
	Within	20.56	394	0.05		
	Groups					
	Total	20.79	399			

Note *Level of significance at $p < 0.05$

From Table 20; the result of the ANOVA test analysis of mean difference of demographic factors on decision making of Thais to participate in traditional and leisure activities during Songkran Holidays classified by occupation indicated that there was no significant difference between occupation and both activities.

Considering the issue of activities in Songkran on decision making of Thais to participate during Songkran holidays which contained 18 issues, Table 20 indicated that the results of ANOVA test revealed two issues of significant differences of traditional activities which were **Family reunion** $f(400) = 4.67$, $p < 0.05$ (see Table 21), and **Bathing adults** $f(400) = 2.65$, $p < 0.05$ (see Table 22), and one issue significant of leisure activities which was **Dinner out** $f(400) = 2.80$, $p < 0.05$ (see Table 23).

Table 21 F-test analysis of mean difference between occupation and family reunion

Occupation	Mean	Student	Public officer	Private employee	Service enterprise	Owner	Freelance
		0.65	0.52	0.41	0.74	0.55	0.56
Student	0.65		0.13	0.24	0.09	0.10	0.09
Public officer	0.52			0.11	0.22	0.03	0.03
Private Employee	0.41				0.33*	0.14	0.15
Service enterprise	0.74					0.19	0.18
Owner	0.55						0.00
Freelance	0.56						

Note *Level of significance at $p < 0.05$

From Table 21, it showed that there was one significant difference of occupation on **Family reunion** $f(400) = 4.67$, $p < 0.05$ (Mean _{private employee} = 0.41, Mean _{service enterprise} = 0.74); it revealed that Thais in service enterprise participated in family reunion more than Thais as private employees.

Table 22 F-test analysis of mean difference between occupation and bathing adults

Occupation	Mean	Student	Public officer	Private employee	Service enterprise	Owner	Freelance
		0.44	0.43	0.41	0.69	0.37	0.33
Student	0.44		0.01	0.04	0.25	0.08	0.11
Public officer	0.43			0.03	0.26	0.07	0.10
Private Employee	0.41				0.28*	0.04	0.07
Service enterprise	0.69					0.32	0.36
Owner	0.37						0.04
Freelance	0.33						

Note *Level of significance at $p < 0.05$

From Table 22, it showed that there was one significant difference of occupation on **Bathing adults** $f(400) = 2.65$, $p < 0.05$ (Mean _{private employee} = 0.41, Mean _{service enterprise} = 0.69); it revealed that Thais in service enterprise participated in bathing adults more than Thais as private employees.

Table 23 F-test analysis of mean difference between occupation and dinner out

Occupation	Mean	Student	Public officer	Private employee	Service enterprise	Owner	Freelance
		0.76	0.35	0.57	0.62	0.61	0.78
Student	0.76		0.41*	0.19	0.14	0.15	0.02
Public officer	0.35			0.22	0.27	0.26	0.43
Private Employee	0.57				0.05	0.03	0.21
Service enterprise	0.62					0.01	0.16
Owner	0.61						0.17
Freelance	0.78						

Note *Level of significance at $p < 0.05$

From Table 23, it showed that there was one significant difference of occupation on **Dinner out** $f(400) = 2.80$, $p < 0.05$ (Mean_{student} = 0.76, Mean_{public officer} = 0.35); it revealed that Thai students participated in dinner out more than Thai public officers.

7. The result of comparing the mean difference of demographic factors between monthly income and activities that Thais decide to participate during Songkran holidays was identified in the Table 26.

Table 24 ANOVAs analysis of Mean difference between monthly income and activities in Songkran that Thais decide to participate during Songkran holidays

		SS	df	MS	F	P
Activities in Songkran	Between Groups	0.05	3.00	0.02		
					0.67	0.57
	Within Groups	8.86	396.00	0.02		
Total		8.91	399.00			

Note *Level of significance at $p < 0.05$

From Table 24; the result of the ANOVA test analysis of mean difference of demographic factors influencing the decision making of Thais to participate in activities during Songkran Holidays 2012 classified by monthly income indicated that there was no significant difference in the monthly income influencing the decision making of Thais to participate in activities during Songkran holidays 2012.

Table 25 ANOVAs analysis of Mean difference between monthly income and each activity that Thais decide to participate during Songkran holidays

Activities in Songkran		SS	df	MS	F	P
Traditional activities	Between Groups	0.06	3	0.02		
					0.57	0.64
	Within Groups	14.69	396	0.04		
	Total	14.75	399			
Family Reunion	Between Groups	2.97	3	0.99		
					4.04	0.01*
	Within Groups	97.03	396	0.25		
	Total	100.00	399			
Making merit	Between Groups	1.01	3	0.34		
					1.47	0.22
	Within Groups	91.15	396	0.23		
	Total	92.16	399			
Releasing animals freely	Between Groups	0.21	3	0.07		
					1.26	0.29
	Within Groups	22.35	396	0.06		
	Total	22.56	399			

Table 25 (cont.)

Activities in Songkran		SS	df	MS	F	P
Paying homage to ancestors	Between Groups	0.33	3	0.11		
					0.88	0.45
	Within Groups	49.26	396	0.12		
	Total	49.59	399			
Bathing Buddha image	Between Groups	1.56	3	0.52		
					2.16	0.09
	Within Groups	95.38	396	0.24		
	Total	96.94	399			
Bathing monks	Between Groups	0.03	3	0.01		
					0.09	0.97
	Within Groups	51.66	396	0.13		
	Total	51.70	399			
Bathing adults	Between Groups	0.91	3	0.30		
					1.23	0.30
	Within Groups	97.53	396	0.25		
	Total	98.44	399			

Table 25 (cont.)

Activities in Songkran		SS	df	MS	F	P
Carrying sand into the temple	Between Groups	0.33	3	0.11		
					1.75	0.16
	Within Groups	24.85	396	0.06		
	Total	25.18	399			
Water splashing	Between Groups	0.59	3	0.20		
					0.84	0.47
	Within Groups	92.65	396	0.23		
	Total	93.24	399			
Entertaining activities	Between Groups	1.17	3	0.39		
					2.42	0.07
	Within Groups	64.02	396	0.16		
	Total	65.19	399			
Leisure activities	Between Groups	0.13	3	0.04		
					1.28	0.28
	Within Groups	13.40	396	0.03		
	Total	13.53	399			

Table 25 (cont.)

Activities in Songkran		SS	df	MS	F	P
Nine temples worship tour	Between Groups	1.01	3	0.34		
					1.87	0.13
	Within Groups	71.42	396	0.18		
	Total	72.44	399			
Dinner out	Between Groups	0.51	3	0.17		
					0.70	0.55
	Within Groups	95.69	396	0.24		
	Total	96.20	399			
Movie and concert	Between Groups	0.10	3	0.03		
					0.25	0.86
	Within Groups	55.01	396	0.14		
	Total	55.11	399			
Home relaxation	Between Groups	1.66	3	0.55		
					2.55	0.06
	Within Groups	86.09	396	0.22		
	Total	87.75	399			

Table 25 (cont.)

Activities in Songkran		SS	df	MS	F	P
Shopping	Between	0.73	3	0.24		
	Groups					
					1.02	0.38
	Within	93.98	396	0.24		
	Groups					
	Total	94.71	399			
Travel to upcountry	Between	0.53	3	0.18		
	Groups					
					0.77	0.51
	Within	90.47	396	0.23		
	Groups					
	Total	91.00	399			
Travel abroad	Between	3.02	3	1.01		
	Groups					
					6.36	0.00*
	Within	62.76	396	0.16		
	Groups					
	Total	65.78	399			
Social activities	Between	0.09	3	0.03		
	Groups					
					0.58	0.63
	Within	20.70	396	0.05		
	Groups					
	Total	20.79	399			

Note *Level of significance at $p < 0.05$

From Table 25, the result of the ANOVA test analysis of mean difference of demographic factors on decision making of Thais to participate in traditional and leisure activities during Songkran Holidays classified by monthly income indicated that there was no significant difference between monthly income and both activities.

Considering the issue of traditional activities on decision making of Thais for their Songkran holidays which contained 18 issues, Table 25 indicated that the results of ANOVA test revealed one issue significant of traditional activities was **Family reunion** $f(400) = 4.04$, $p < 0.05$ see Table 26, and one issue significant of leisure activities was **Travel abroad** $f(400) = 6.36$, $p < 0.05$ see Table 27.

Table 26 F-test analysis of mean difference of monthly income on family reunion

Monthly Income	Mean	THB 15,000 or below	THB 15,001- 45,000	THB 45,001- 60,000	THB 60,001 and over
		0.66	0.49	0.42	0.37
THB 15,000 or below	0.66		0.17	0.23	0.29*
THB 15,001-45,000	0.49			0.07	0.12
THB 45,001-60,000	0.42				0.06
THB 60,001 and over	0.37				

Note *Level of significance at $p < 0.05$

From Table 26, it showed that there was one significant difference of monthly income on **Family reunion** $f(400) = 4.04$, $p < 0.05$ (Mean THB 15,000 and below = 0.66, Mean THB 60,000 and over = 0.37); it revealed that Thais with a monthly income of THB 15,000 and below participated in family reunion more than Thais with a monthly income THB 60,000 and over.

Table 27 F-test analysis of mean difference of monthly income on travel abroad

Monthly Income	Mean	THB 15,000 or below	THB 15,001- 45,000	THB 45,001- 60,000	THB 60,001 and over
		0.05	0.23	0.19	0.37
THB 15,000 or below	0.05		0.18*	0.14	0.31*
THB 15,001-45,000	0.23			0.04	0.13
THB 45,001-60,000	0.19				0.17
THB 60,001 and over	0.37				

Note *Level of significance at $p < 0.05$

From Table 27, it showed that there were significant differences of monthly income on **Travel abroad** $f(400) = 6.36$, $p < 0.05$ (Mean $_{\text{THB 15,000 and below}} = 0.05$, Mean $_{\text{THB 15,001-45,000}} = 0.23$, and Mean $_{\text{THB 60,000 and over}} = 0.37$); it revealed that Thais with a monthly income of THB 60,000 and over participated in travel abroad more than Thais with a monthly income of THB 15,000 and below and Thais with a monthly income of THB 15,001-45,000.

6. Linear analysis was conducted to predict the influence of push and pull factors on the decision making of Thais to participate in activities during Songkran holidays. Seven dimensions of push factors (Family Togetherness, Social Interaction, Self-exploration, Adventures, Relaxation, Cultural Values, and Knowledge), and six dimensions of pull factors (Attractions, Costs of activities, Songkran Activities, Safety, Facilities and Infrastructures, and Transport Accessibility), can jointly predict the influence of push and pull factors on decision making of Thais to participate in Songkran activities during Songkran holidays (Part 7).

Part 7 Linear regression analysis

1. Linear regression analysis between push factors and activities that Thais decide to participate during Songkran holidays

A standard linear regression was performed between activities that Thais decide to participate during Songkran holidays as the dependent variable and Push factors namely Family Togetherness, Social Interaction, Self-exploration, Adventures, Relaxation, Cultural Values and Knowledge.

Table 28 Model Summary of linear regression analysis between push factors and activities in Songkran that Thais decide to participate during Songkran holidays

Model	R	R Square	Adjusted R Square
1	0.27	0.07	0.06

From Table 28, the multiple correlation coefficient ($R = 0.27$) was slightly different from zero. 7.0 % of the variable in the dependent variable was explained by the set of independent ($R^2 = 0.07$, adjusted $R^2 = 0.06$);

Table 29 ANOVA table of linear regression analysis between push factors and activities in Songkran that Thais decide to participate during Songkran holidays

Model	Sum of Squares	df	Mean Square	F	P
1 Regression	0.66	7	0.09	4.44	0.00*
Residual	8.25	392	0.02		
Total	8.91	399			

Note *Level of significance at $p < 0.05$

From Table 29, $F = 4.44$, $p < .05$; it revealed that some independent variables were able to predict the influences on decision making to participate in Songkran activities.

Table 30 Correlations table of linear regression analysis between push factors and activities in Songkran that Thais decide to participate during Songkran holidays

Model	Unstandardized Coefficients (B)	Correlations	t	P
Family Togetherness	0.02	0.15	2.93	0.00*
Social Interaction	0.00	-0.01	-0.10	0.92
Self-exploration	-0.01	-0.05	-0.89	0.38
Adventure	0.01	0.07	1.14	0.26
Relaxation	-0.01	-0.04	-0.82	0.42
Cultural Value	0.02	0.14	2.43	0.02*
Knowledge	0.02	0.11	1.98	0.05*

Note *Level of significance at $p < 0.05$

From Table 30, the seven dimensions of Push Factors, namely Family Togetherness $sr_i^2 = 0.15^2$, $t = 2.926$, $p < .05$, Knowledge $sr_i^2 = 0.11^2$, $t = 1.98$, $p = .05$, and Cultural Value $sr_i^2 = 0.14^2$, $t = 2.429$, $p < .05$ were found to significantly and uniquely contribute to the prediction of activities that Thais decide to participate during Songkran holidays. The equation of prediction produced by this analysis describes the relationship between the variable, which are:

$$0.16 + 0.02 * \text{Family Togetherness} + 0.02 * \text{Cultural Value} + 0.02 * \text{Knowledge}; \\ R^2 = 0.07.$$

Table 31 The linear regression of the relationship between push factors and activities in Songkran that Thais decide to participate during Songkran holidays

	Family Togetherness	Cultural Value	Knowledge	Songkran Activities
Family Togetherness	1.00	0.16**	-0.01	0.16**
Cultural Value		1.00	0.43**	0.20**
Knowledge			1.00	0.17**
Songkran Activities				1.00

Note **Level of significance at $p < 0.01$

Table 31 shows that there is a correlation between push factors and activities that Thais decide to participate during Songkran holidays. The significant positive but weak correlation was found in family togetherness ($r=0.16$, $p<0.01$), cultural value ($r=0.20$, $p<0.01$) and knowledge ($r=0.17$, $p<0.01$) dimension of push factors. They were positive but weak related to activities that Thais decide to participate during Songkran holidays.

2. Linear regression analysis between pull factors and activities that Thais decide to participate during Songkran holidays

A standard linear regression was performed between activities that Thais decide to participate during Songkran holidays as the dependent variable and Pull factors namely Attractions, Costs of Activities, Safety, Facilities and Infrastructures and Transport accessibility.

Table 32 Model Summary of linear regression analysis between pull factors and activities in Songkran that Thais decide to participate during Songkran holidays

Model	R	R Square	Adjusted R Square
1	0.17	0.03	0.02

From Table 32, the multiple correlation coefficient ($R = 0.17$) was slightly different from zero. 7.0 % of the variable in the dependent variable was explained by the set of independent variable ($R^2 = 0.03$, adjusted $R^2 = 0.02$).

Table 33 ANOVA table of linear regression analysis between pull factors and activities in Songkran that Thais decide to participate during Songkran holidays

Model	Sum of Squares	df	Mean Square	F	P
1 Regression	0.27	6	0.05	2.05	0.06
Residual	8.64	393	0.02		
Total	8.91	399			

Note *Level of significance at $p < 0.05$

From Table 33, $F = 2.05$, $p > .05$; it revealed that no independent variables were able to predict the influences on decision making to participate in activities that Thais decide to participate during Songkran holidays.

Table 34 Correlations table of linear regression analysis between pull factors and activities in Songkran that Thais decide to participate during Songkran holidays

Model	Unstandardized Coefficients (B)	Correlations	t	P
Attractions	-0.01	-0.05	-0.81	0.42
Costs of Activities	0.00	0.00	0.05	0.96
Activities in Songkran	0.01	0.07	1.07	0.29
Safety	0.02	0.10	1.56	0.12
Facilities and Infrastructures	-0.01	-0.04	-0.55	0.59
Transport Accessibility	0.02	0.11	1.39	0.16

Note *Level of significance at $p < 0.05$

From Table 34, no significant difference of the six dimensions of Pull Factors was found in order to contribute to the prediction of activities that Thais decide to participate during Songkran holidays.

Section three: Results of In-depth Interviews

In-depth interviews were conducted to 10 Thai informants with age between 21-45 years working in private company by using the photographs of activities in Songkran holidays as a stimulus between 16 and 17 June 2012, 23 and 24 June 2012, 7 and 8 July, and 14 and 15 July 2012 in order to explore what activities those informants had done during Songkran holidays and what influenced them to attend those activities. Photographs of activities were divided in two types of activities; traditional activities and leisure activities.

For traditional activities, researcher collected 10 photographs of traditional activities during Songkran holidays in 2012 as below

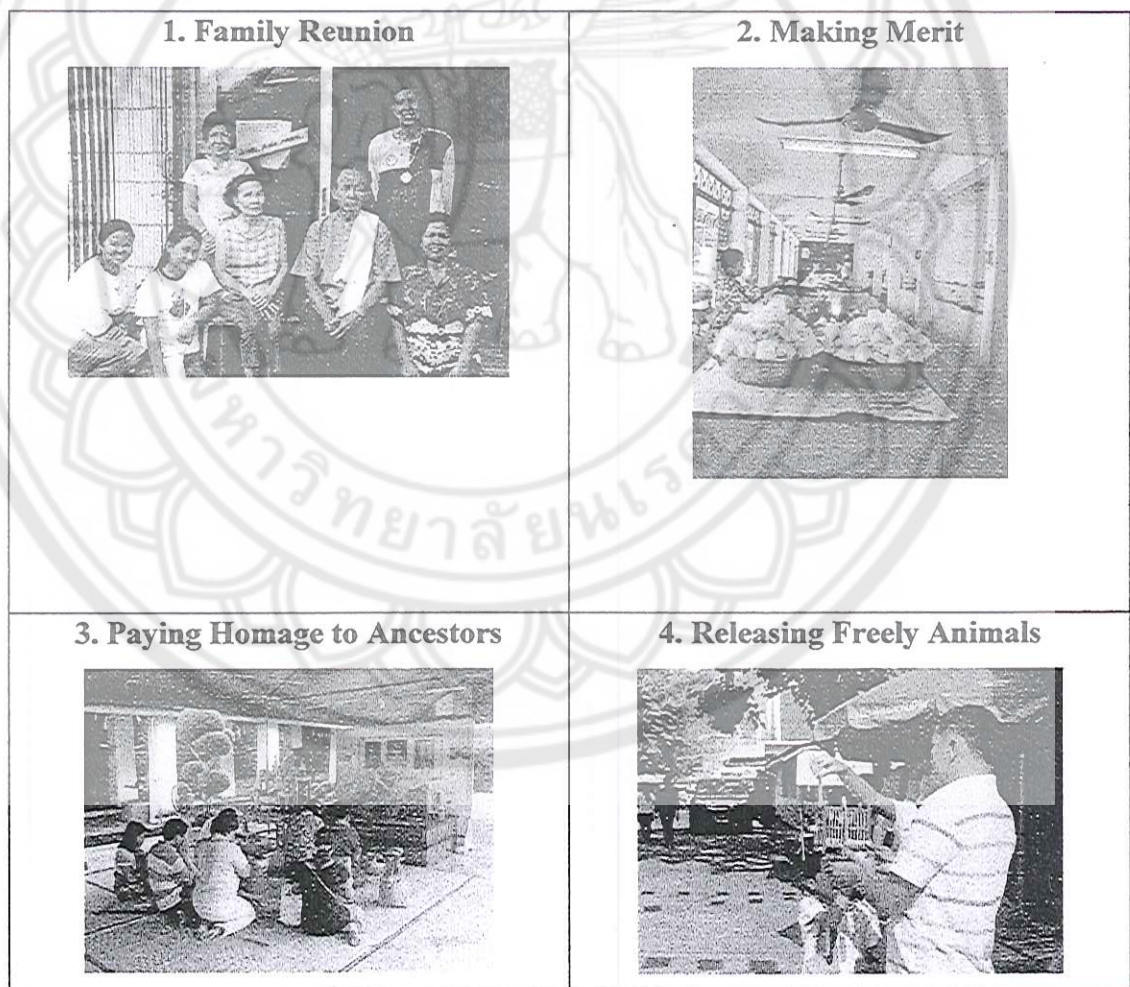


Figure 35 Photographs of traditional activities during Songkran holidays 2012

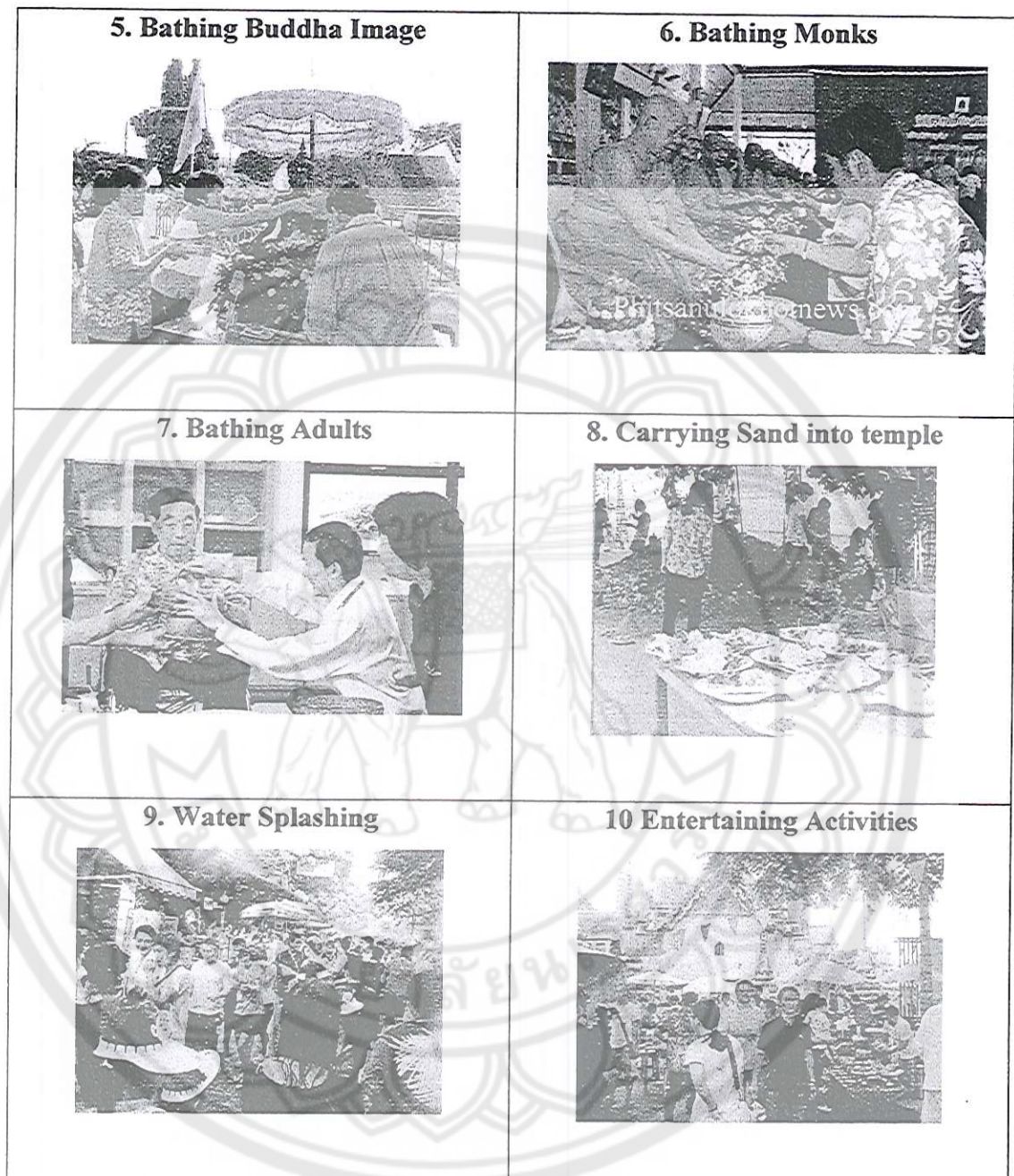


Figure 35 (cont.)

From figure 35, those 10 photographs were divided into 2 sources; photographs from the researcher and photographs from other sources. The researcher took pictures during Songkran holidays in 2012 for 7 photographs as below:

1. Making merit
2. Paying Homage to Ancestors
3. Releasing Freely Animals
4. Bathing Buddha Image
5. Carrying Sand into temple
6. Water Splashing
7. Entertaining activities

On the other hand, the researcher collected three pictures of traditional activities during Songkran holidays 2012 from electronic sources as follows:

1. Bathing Adults (Bangkokoa blog, 2012)
2. Family reunion (DMC TV, 2012)
3. Bathing Monks (Phitsanulok hotnews, 2012)

For leisure activities, the researcher collected 8 photographs of leisure activities which people were likely to do during Songkran holidays as below:



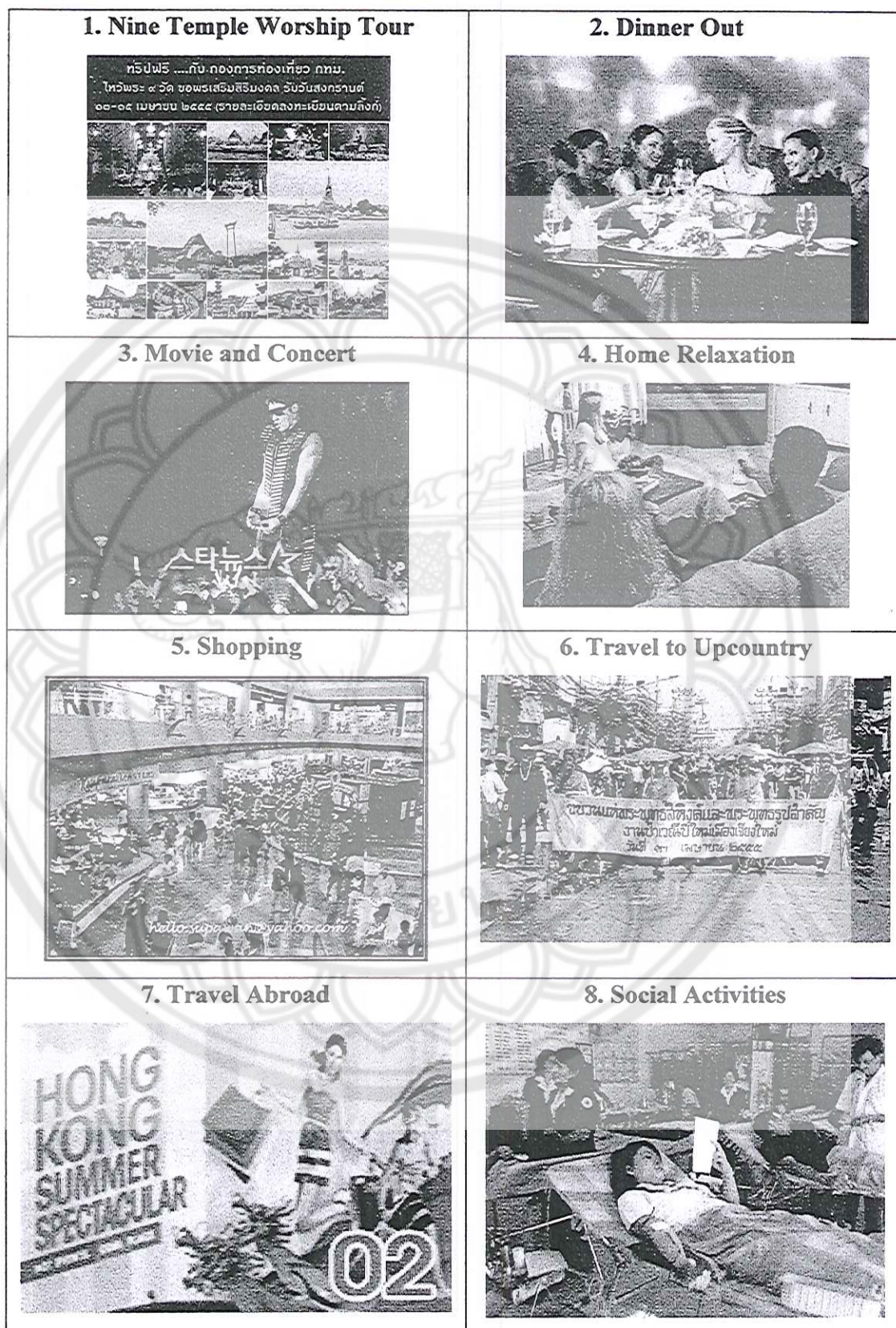


Figure 36 Photographs of Leisure activities during Songkran holidays

From figure 36, all those 8 photographs of leisure activities which Thais were likely to do during Songkran holidays were collected from electronic sources as below:

1. Nine Temple Worship Tour (OKNation, 2012)
2. Dinner Out (Girl about Auckland, 2012)
3. Movie and Concert (Series, 2012)
4. Home Relaxation (Ohozaa, 2012)
5. Shopping (OKNation, 2012)
6. Travel to Upcountry (Thairath online news, 2012)
7. Travel Abroad (OKNation, 2012)
8. Social Activities (PSU radio 88.0, 2009).

Summary of in-depth interview

The researcher used all 18 photographs as a tool to conduct in-depth interviews with 10 informants who were randomly selected from private company in Bangkok and asked about what they did during their Songkran holidays in 2012 and what influenced them to do such activities. The result of the interviews found that all 10 informants (7 females and 3 males) with age between 21-45 years. They worked in private companies in Bangkok. It was discovered that interviewees participated in activities during Songkran holidays diversely. Furthermore, influential factors on their decision making were varied to such activities they attended.

There were three major activities which interviewees attended the most during Songkran holidays 2012 were **making merit**, **bathing Buddha image**, and **paying homage to ancestors** which those activities were religious activities. There were two values influenced on decision making of them to participate in those activities which were religious value and family value. All interviewees were Buddhists. Interviewees perceived that religious activities were part of Songkran holidays. They believed that religious activities were a good start on Songkran as Thai New year. They felt good by attending them and they expected to get some good luck in the future from those activities. Family value was another influence. It found that interviewees would attend religious activities with their family as family time to spend together during Songkran holidays. Nevertheless, one religious activity which was not

perceived as an activity for Songkran was **bathing monks**. Majority of interviewees did not know about this activity.

Interviewees also attended **family reunion**. People attended family reunion in two ways which were having a party at home and celebrating outside. Family togetherness, relaxation and transport accessibility were main influential factors for this activity. Interviewees perceived that Songkran was a time for family. Family reunion was an opportunity that all members of the family gather together. However, when interviewees mentioned on family reunion, they didn't mean only family member reunion, but also including close relatives, neighbors and girlfriend's family. People celebrated outside because they thought it was easy; no need to waste time cooking and cleaning. Moreover, traffic in Bangkok during Songkran holidays generally was nice without too many cars. Although people perceived the importance of family, **bathing adults** was not perceived as the significantly traditional activities.

Influential factors on decision making of interviewees to attend **water splashing** and **entertainment activities** were activity interest and social interaction. Those activities were assumed as traditionally leisure activities; therefore, they decided to participate in such activities if they would have fun around their people. Interviewees who did not attend said that they might attend if the activities were interesting or they had somebody to go with.

Interviewees did not perceived **releasing animals freely** and **carrying sand into the temple** as necessarily traditional activities. They did not recognize those as necessary to attend those activities during Songkran holidays. Releasing animals freely was perceived as a part of donation after making merit, not traditional activities for Songkran. Moreover, it was found that people had negative attitudes on both activities. One interview did not attend carrying sand into the temple because she perceived that this activity was just a way temple wanted to make money, not about religious or cultural tradition. Another did not release birds freely because she perceived that those birds addicted in drugs.

In terms of leisure activities during Songkran holidays 2012, it was found that interviewees also perceived Songkran as relaxing holidays. Therefore, they would find out ways or activity to escape them from their daily life or even recharge their energy. Majority of interviewees mentioned that Songkran was a perfect time to relax from

hard work and pressure by doing something they like or spending with someone they love. There were two types of activities which were outside activities and in-house activities. It was found that outside activities that people decided to spend during the holidays in Bangkok were generally **dinner out and shopping**. These activities were related closely to family reunion because family togetherness influenced the decision-making of people who spent Songkran holidays with their family. However, interviewees did not mention about going for **movie and concert**. Transport accessibility was another influence. Interviewees who decided to spend Songkran holidays in Bangkok perceived that Bangkok was nice and safe. One mentioned that Bangkok during Songkran was like a paradise. One said that traveling upcountry during holidays liked Songkran was a risk to accidents and crimes.

It was found that majority of interviewees stayed at **home** in the last day or last two days of the holidays. People believed that relaxing at home could help them get ready for working days. Relaxation was the main influential factor that made interviewees decide to stay home. One said that they just wanted to take a break simply at home before the holidays were over. Activities that interviewees did at home were many depending on their life style such as playing on computer, cleaning, swimming or even working at home.

People **traveled upcountry** during Songkran holidays with two main reasons; participated Songkran festival and visiting hometown. Attraction was an influential factor for people who decided to participate in Songkran festival while family togetherness was a main factor to visit hometown. It was found that interviewees who traveled upcountry were concerned about safety and transport accessibility. People had their ways to avoid risk of accidents and traffic out of upcountry and back in Bangkok. One traveled by plane to avoid the risk of accidents and crowded cars on the street. Another went back home one day after the holidays started and came back to Bangkok one day before the holidays were over. People decided to **travel abroad** during Songkran holidays because Songkran holiday is the longest holiday of the year. Traveling abroad was expensive and it needed long time to prepare. One interviewee went to Japan and another went to Korea. People didn't perceive that **9 temple worship tour and social activities** were part of Songkran activities.

Conclusion

The results of this study were divided into three approaches; participant observation, questionnaire survey, and in-depth interview. First, the result of participant observation showed that activities that Thais participated during Songkran holidays 2012 were diverse. Thais perceived Songkran holidays as a family time. Family and cultural appreciation were significantly influential factors on decision making of Thais for their Songkran holidays 2012. It was also found that some activities were performed similarly to the traditional way whilst some activities were performed differently. Result of observation was a useful information to build questionnaire survey because interesting influences were found during observation. Second, results of online questionnaire survey found that work place and gender were influential demographic factors while family togetherness, cultural value and knowledge were major influential push and pull factors on decision making of Thais to participate in activities during Songkran holidays 2012. Making merit was found as a top traditional activity while home relaxation was a top leisure activity that Thais participate the most during Songkran holidays 2012. Last one, results of in-depth interview discovered deeply on the relationship among the influences that affect Thais' decision making on Songkran holidays and the reason behind why or why not they attend such activities. The next chapter would discuss more on the findings and recommendation for the future research.