

Lifestyle of Generation Y in Thailand's Rural Society

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Abstract—The research aimed to analyze the component of lifestyle of generation Y and explore factors affecting the lifestyle of generation Y in Thailand's rural society. Data were collected by questionnaire from 393 samples who are generation Y (18 to 37 years old in 2018) and lived in rural areas of Thailand, that were the communities in service areas of the graduate volunteer students, Class 49, Thammasat University. In this study, data were analyzed by using descriptive statistics, factor analysis by employing principal component analysis and multiple regression analysis (Enter Method). The results showed that in each lifestyle; activities, interests and opinions of generation Y can be classified into 9 groups and factors affecting the lifestyle of generation Y in Thailand's modern rural society were age, marital status, education level, income adequacy, the membership of a group or organization in the community, affected by state policy, the impact of modern development and using social media. These variables could predict the lifestyle of generation Y in Thailand's modern rural society at 31.5% at the .05 level of significance.

Index Terms—Lifestyle, generation Y, rural society.

I. INTRODUCTION

Thailand's economic and social development is an important factor causing social and community changes in various dimensions. It also has an effect on production and consumption systems as well as daily lifestyle of individuals, especially in rural areas. It can be said that the economic and social development has caused significant changes in the Thai rural society in terms of infrastructure, public utility system, and accessibility to facilities, technology, and essential livelihood factors. As a result, the Thai rural society is now filled with modern technologies and conveniences such as mobile phone, internet, computer, water heater, and satellite TV as well as career opportunities that are not limited to farming. A self-sufficient production system has changed into a commercial-oriented one, which leads to an emergence of organic farming, contract farming, value-added agricultural product processing, community enterprises, and a movement towards becoming an entrepreneurial society. The Thai rural society currently combines a mix of modern and traditional features, making it no longer the complete opposite of the urban society anymore [1]-[4].

The changes mentioned above made the researcher interested in and pay attention to the lifestyle of Generation Y in Thailand's rural society and the factors affecting their generations both in terms of belief, value, behavior, consumption, career, workplace, and social interaction lifestyle. Most previous research studies suggested that

Generation Y have a different way of life from previous because they have grown up in an era of creativity and economic boom that is equipped with modern technology and facilities [5]-[7].

Therefore, the present research aimed to investigate the lifestyle of Generation Y in Thailand's rural society and explore the factors that have an effect on their lifestyle. The study areas included the communities located in the service areas of the students in the Graduate Volunteer Program, Class 49, Thammasat University, covering all 4 regions of Thailand.

The research aimed to analyze the component of lifestyle of generation Y and explore factors affecting the lifestyle of generation Y in Thailand's rural society.

The results of this study will be helpful for creating academic knowledge and understanding of Generation Y and their lifestyle in Thailand's modern rural society based on empirical studies. In addition, the research results can be further studied and applied in various disciplines.

II. LITERATURE REVIEW

A. Lifestyle

Lifestyle refers to individuals' behaviors expressed through their time spent in doing activities, interest, and attitude. Lifestyle is important in reflecting the thoughts and distinctive characteristics of each individual. Lifestyle of each individual is different depending on his or her surrounding conditions and environmental contexts. In addition, lifestyle can be reflected through spending habits and time use [8]-[12].

The most commonly used lifestyle measurement method is AIOs, which is a psychographic analysis that measures lifestyle in 3 dimensions: activities, interests, and opinions. The details of AIOs are shown in Table I [13].

TABLE I: LIFESTYLE DIMENSIONS [AIOs]

Activities	Interests	Opinions
Work	Family	Themselves
Hobbies	Home	Social issues
Social events	Job	Politics
Vacation	Community	Business
Entertainment	Recreation	Economics
Club membership	Fashion	Education
Community	Food and health	Products and consumption
Shopping	Media	Future
Sports	Achievements	Culture

The concept of lifestyle is associated with market segmentation based on psychological principles and helps to enhance understanding of consumers' personal preference and behavior, as lifestyle of each individual consumer in the dimensions of activities, interests, and opinions can reflect his or her consumption behavior [12], [14], [15].

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B. Generation Y

The target population of this research was Generation Y, who were the children of baby boomers and born between 1981 - 2000 [16], [17] in an era of creativity, freedom, and modern technology. Generation Y tend to grow up in well-off families during economic boom periods and have both physical well-being and security in life because they have parents to give them money, education, and other support. This makes Generation Y have high expectations and confidence in their ability to succeed. They have thoughts, values, and behaviors that are completely different from previous generations, especially in terms of lifestyle, consumption, career choices, workplace selection, social interaction, and family-related decision-making. In addition, they seem to have high individuality and independence, need flexible working hours, require sufficient time for personal life, enjoy work-life balance, and prefer working in a team with different people [5]-[7].

Generation Y, who are late teens or early working-age population, tend to be interested in and obsessed with their own selves, always care about their image, love freedom, have high self-confidence, pay attention to communication, want to join social networks, and need acceptance from friends. Moreover, they are open to changes, optimistic, and motivated to achieve success. These behaviors have both direct and indirect effects on society and also cause a significant impact on the national productivity and competitiveness [18], [19].

C. Thailand's Rural Society

Rural areas refer to the areas outside urban zones or far from the capital city, whose inhabitants rely on agriculture, livestock, and fisheries for livelihood and comply with social rules that are consistent with the characteristics of village-like communities. Rural people have a lifestyle that depends on natural environment. They believe in superstitions and supernatural powers, strictly adhere to traditional practices, and also rely on each other. Each rural area has different characteristics according to its economic and social circumstances. However, due to urbanization and changes in social structure, both western and Thai scholars agree that it is difficult to define Thailand's modern rural society. They need to take into account all related factors, apart from administrative regions, geographical conditions, and limitation on career opportunities, because at present the Thai rural society has been modernized and rural people have adopted modern production systems, markets, trade, consumption, communication technology, and the government's development concept and policy as a part of their lifestyle. It can be said that nowadays living in Thailand's modern rural society is similar to living in an urban community. There are only some cultural and traditional elements that have been preserved in a modern context [4], [20], [21].

D. Factors Affecting Lifestyle

People's lifestyle is influenced by many different factors and varies based on their status and environment, including demographic characteristics, subculture, social hierarchy, motivation, personality, values, learning, and social and cultural factors such as family, social hierarchy, social status, and family size [10], [12], [22], [23].

Considering the lifestyle of people in modern rural society, in the dimension of culture, Reference [24]

indicated that the Lua people still maintain and preserve their traditional way of life, including traditional house, animistic beliefs, and local cultures such as wedding ceremony and matrilineal descent system. However, some of their cultural aspects such as language, clothing, consumption habits, and daily utensils have gradually changed owing to their interaction with external society and the government policy on improving the quality of life of ethnic groups.

Reference [25] suggested that social changes affecting the way of life of the Lawa are composed of 2 factors: 1) internal factor such as increased population, family and housing characteristics, material needs, adoption of new traditions and cultures, changing lifestyle, beliefs, traditions, and cultures, and 2) external factor such as government development, educational management, economic condition, and external technological progress.

In addition, Reference [26] stated that in the past women in rural society had a simple way of life and strictly adhered to traditional norms. They had to conduct themselves as good wives, mothers, and daughters and play a major role within their families. Later, due to the capitalist economy's expansion and the emergence of material cultures resulting from the government's national economic and social development plan, the status of women has been continuously affected, which leads to movements for changes in many aspects such as the role of women in their families, social activities, and economic affairs. In other words, the role of women has expanded from taking care of their families to dealing with external world through various social activities such as trade activities.

Based on the review of previous literature, there are various factors affecting people's lifestyle. In this study, the researcher categorized the factors that have an effect on lifestyle into 4 groups: demographic factor, economic factor, social and political factor, and information factor.

The main research hypothesis is as follows: "The demographic, economic, social and political, and information factors have different effects on the lifestyle of Generation Y in Thailand's rural society."

III. RESEARCH METHODOLOGY

A. Population and Sample

The target population of this research was Generation Y people, aged between 18 and 37 years old in 2018, living in Thailand's rural communities located in the service areas of the graduate volunteer students, Class 49, Thammasat University. A purposive sampling method was used to select study areas by taking account of area suitability and completeness of population data. The selected study areas in this research included 8 districts in 8 provinces. The formula of Yamane [27] was applied to calculate the appropriate sample size of 393. Then, an accidental sampling method was used to select the respondents in each district.

B. Data Collection

The research instrument used in this study was questionnaire, comprising 2 main parts: 1) questions about demographic data, and 2) questions about personal lifestyle that were adapted from the AIOs framework. The researcher adjusted the AIOs framework to be in line with the context of Generation Y in Thailand's rural society, before applying

it to determine the questions about personal lifestyle, which included 3 dimensions: activities, interests, and opinions [13]. The quality of the research instrument was evaluated according to the following procedures. First, the developed questionnaire was submitted to 5 experts in order to assess content validity using the index of item-objective congruence and examine definitions of specific terms. The results showed that the index of item-objective congruence ranged between .60 - 1.00, which was greater than the acceptable level of .50 [28]. Second, the reliability of the research instrument was evaluated using the Cronbach's alpha [29]. The results showed that the reliability of the whole questionnaire was at .867, which was greater than the acceptable level of .70 [30].

C. Data Analysis

The data were analyzed by using descriptive statistics such as frequency, percentage, mean and standard deviation. Principle component analysis with varimax orthogonal rotation was also used to analyze all related factors. The factors with eigenvalue of greater than 1 and factor loading of greater than 0.60 would be selected. In addition, the factors consisting of two or more observable variables/indicators would also be selected. Correlation analysis and multiple regression analysis (enter method) were also applied to test the research hypothesis.

IV. RESULTS

A. Demographic Characteristics of Generation Y in Thailand's Rural Society

According to the research results, the respondents of this study consisted of 153 males (38.90%) and 240 females (61.10%). Most of them were single (64.60%), aged 26 - 35 years (39.20%), and had an average of 5 family members. They were mostly domiciled in the southern region (48.10%), followed by the northern region (19.30%), the northeastern region (19.10%), and the central region (13.5%). The majority of them were Buddhists (61.60%), followed by Muslims (30.50%), and Christians (7.40%). Their highest education level was bachelor's degree (32.80%), followed by high school or vocational diploma (31.80%). Most of them were students (27.70%), followed by general employees (18.30%), and business owners (13.50%). Some of them had a part-time job (33.1%). They mostly had an average monthly income of 5,001 - 10,000 baht (37.70%), followed by lower than 5,000 baht (30.50%). Some of them were membership of community groups or organizations (29.3%). Most of them had quite enough for expenses but not much left for saving (49.9%), were not land, machinery, and equipment ownership (67.9%), were affected by state policy (55.5%), and were influenced by impact of modern development (63.6%). Top 3 most popular information access channels included smart phone, television, and personal computer or notebook. Top 5 most popular using social media included Facebook, YouTube, Line, Instagram, and Website.

B. Lifestyle of Generation Y in Thailand's Rural Society

The research results showed that the respondents had different lifestyle in the dimensions of activities, interests, and opinions. The top 5 items of each dimension are shown below.

Activities: 1) spending time with family or relatives ($\bar{X} = 3.96$, S.D.= 1.03), 2) participating in religious activities and rituals ($\bar{X} = 3.95$, S.D.= 1.05), 3) participating in traditional activities and important religious holidays ($\bar{X} = 3.95$, S.D.= 1.05), 4) using social media such as Facebook, Line, Twitter, and Instagram ($\bar{X} = 3.93$, S.D.= 1.25), and 5) relaxing at home on weekends ($\bar{X} = 3.88$, S.D.= 1.11).

Interests: 1) giving priority to family ($\bar{X} = 4.61$, S.D.= .70), 2) paying attention to a simple and sufficient life ($\bar{X} = 4.40$, S.D.= .83), 3) enjoying a natural atmosphere at home ($\bar{X} = 4.29$, S.D.= .93), 4) choosing to discuss problems with family first ($\bar{X} = 4.26$, S.D.= .93), and 5) intending to work/study without fear of hard work ($\bar{X} = 4.26$, S.D.= .94).

Opinions: 1) believing that taking care of parents is the duty of good adult children ($\bar{X} = 4.55$, S.D.= .81), 2) thinking that family is the most important social institution ($\bar{X} = 4.52$, S.D.= .74), 3) believing that everyone we should respect racial and religious differences and live together in harmony ($\bar{X} = 4.49$, S.D.= .79), 4) feeling happy and satisfied with everyday life ($\bar{X} = 4.46$, S.D.= .81), and 5) thinking that everyone should comply with social rules and laws ($\bar{X} = 4.38$, S.D.= .74).

C. Component Analysis of the Lifestyle of Generation Y in Thailand's Rural Society

The component analysis of the lifestyle of Generation Y in Thailand's modern rural society in 3 dimensions, comprising activities, interests, and opinions, can be described as follows.

D. Component Analysis of Activities

The results showed that the lifestyle of Generation Y in the dimension of activities can be categorized into the following 9 groups.

Group 1 "Traditional and Religious Preservers" consists of 3 variables (factor loading = 0.701 - 0.796). This group usually participates in traditional activities and religious holidays, take part in religious activities and rituals, and regularly donate money or things to charity.

Group 2 "Social Activists" consists of 4 variables (factor loading = 0.660 - 0.798). This group frequently participates in public interest activities such as volunteer activities of housewives groups, saving groups, community enterprise groups, conservation groups, and local and national political groups; community development projects and activities; and local merit-making events.

Group 3 "Modern Consumers" consists of 5 variables (factor loading = 0.606 - 0.732). This group chooses to buy personal items such as clothing, accessories, and mobile phone based on popular trends. Apart from online shopping, this group also buys food, beverages, and other consumer products at shopping malls, convenience stores, and community markets. Moreover, this group is likely to consume health supplements.

Group 4 "Hobbyists and Reading Enthusiasts" consists of 5 variables (factor loading = 0.681 - 0.733). During weekends and free time, this group enjoys doing artistic or craft activities, collecting things as a hobby, and reading various kinds of books such as cartoons, celebrities and fashion magazines, and newspapers.

Group 5 "Late Night Travelers and Entertainment Lovers" consists of 3 variables (factor loading = 0.633 - 0.765). This group likes to go to parties, festive events, and

nightlife entertainment places such as pubs, nightclubs, and karaoke bars and enjoys drinking alcohol for fun.

Group 6 “Exercise Lovers” consists of 2 variables (factor loading = 0.773 - 0.835). This group likes to exercise and play sports and regularly participates in sports activities of the village or community.

Group 7 “Homebodies” consists of 2 variables (factor loading = 0.746 - 0.763). This group likes to relax at home on weekends and spend free time with family and relatives.

Group 8 “Social Media Addicts” consists of 2 variables (factor loading = 0.662 - 0.810). This group enjoys using social media such as Facebook, Line, Twitter, and Instagram and likes to surf the internet and play online games for recreation.

Group 9 “TV and Radio Addicts” consists of 2 variables (factor loading = 0.690 - 0.778). This group enjoys listening to radio and watching television for information and recreation.

E. Component Analysis of Interests

The results showed that the lifestyle of Generation Y in the dimension of interests can be categorized 9 groups as follows.

Group 1 “Community Enthusiasts” consists of 6 variables (factor loading = 0.614-0.804). This group is interested to work in local areas; participates in community development activities, charity events, and social work activities; pays attention to community movements, neighborhood issues, and environmental problems; and always discusses and exchanges ideas with neighbors.

Group 2 “Image and Health Conscious People” consists of 5 variables (factor loading = 0.633 - 0.760). This group focuses on living a simple and sufficient life, eating healthy food, taking care of their image, cooking their own food, and caring for their health.

Group 3 “News Followers” consists of 4 variables (factor loading = 0.730 - 0.760). This group is interested in reading news and information about politics, sports, health, cultures, and economy.

Group 4 “Family Lovers” consists of 5 variables (factor loading = 0.669 - 0.752). This group gives priority to family, enjoys spending free time with family members, asks for advice from family first, and prefers being at home with family to going out with friends.

Group 5 “Progress Lovers” consists of 5 variables (factor loading = 0.625 - 0.676). This group is interested in serving as a government official; working in government agencies, civil society organizations, and non-profit organizations (NGOs); studying/working abroad; and pursuing higher education.

Group 6 “Current Trend Followers” consists of 4 variables (factor loading = 0.622 - 0.773). This group likes to dress up like celebrities or singers, uses new products as advertised, and pays attention to trending topics and entertainment updates such as news about celebrities and singers.

Group 7 “Determined Workers and Learners” consists of 2 variables (factor loading = 0.668 - 0.703). This group gives priority to working and studying and also focuses on learning new technologies that are useful for their work and study.

Group 8 “Fast Food Lovers” consists of 2 variables (factor loading = 0.752 - 0.758). This group enjoys eating out and likes to eat instant food, fast food, and western food.

Group 9 “Music Lovers” consists of 2 variables (factor loading = 0.736 - 0.818). This group is interested in listening to both Thai and international music.

F. Component Analysis of Opinions

The results showed that the lifestyle of Generation Y in the dimension of opinions can be categorized the following 9 groups.

Groups 1 “Positive People” consists of 4 variables (factor loading = 0.609 - 0.641). This group has an opinion that mental happiness is more meaningful than objects. Moreover, this group believes that people should decide their own destiny, success in life is not about getting married or having children, and people should stick to the middle path.

Group 2 “Realistic People” consists of 4 variables (factor loading = 0.630 - 0.671). This group thinks that borrowing money to invest is normal, every investment comes with risks, and actual work experience is worth more than a degree. This group also believes that having a bachelor’s degree is not enough to succeed in a highly competitive society.

Group 3 “Social Rule Followers and Political Enthusiasts” consists of 5 variables (factor loading = 0.6401 - 0.765). This group has an opinion that everyone should comply with social rules and believes that politicians or government policies may cause economic issues. This group not only dislikes political conflicts but also thinks that good citizens should vote in an election and that politics is important to everybody.

Group 4 “Good Adult Children” consists of 2 variables (factor loading = 0.728 - 0.766). This group believes that taking care of parents is the duty of good adult children. In addition, this group also feels happy and satisfied with their everyday life.

Group 5 “Forward-Thinking People” consists of 2 characters (factor loading = 0.695-0.710). This group believes that living according to trends makes people look modern. Moreover, this group thinks that imitating foreign cultures is not something unacceptable.

Group 6 “Capitalists” consists of 2 variables (factor loading = 0.847 - 0.855). This group believes that prestige is the highest achievement in life and wealth is a sign of life success.

Group 7 “Anti-Trend People” consists of 2 variables (factor loading = 0.645 - 0.750). This group thinks that technology makes people unkind and also believes that satisfaction is more important than branding and pricing.

Group 8 “Conservative People” consist of 2 variables (factor loading = 0.700 - 0.808). This group has an opinion that premarital sex is a behavior that should not be done. In addition, this group believes that excessively dressing up according to fashion trends can destroy local cultures.

Group 9 “Leaders” consists of 2 variables (factor loading = 0.626 - 0.643). This group thinks of themselves as a leader among their peers. Moreover, this group believes that family is more important than work.

G. Analysis of Factors Affecting the Lifestyle of Generation Y in Thailand's Rural Society

According to the research results, the factors affecting the lifestyle of generation Y in Thailand's rural society were comprised of 1) demographic factor: age (Beta = $-.153$, p -value $< .05$), marital status (Beta = $.152$, p -value $< .05$), and highest education (Beta = $.122$, p -value $< .05$), 2) economic factor: income adequacy (Beta = $-.095$, p -value $< .05$), 3) social and political factor: membership of community groups or organizations (Beta = $.104$, p -value $< .05$), being affected by government policy (Beta = $.236$, p -value $< .05$), and impact of modern development (Beta = $.105$, p -value $< .05$), and 4) information factor: using social media (Beta = $.221$, p -value $< .05$). The R square value was $.315$, meaning that the above variables could jointly predict the lifestyle of Generation Y in Thailand's rural society at 31.5% with a statistical significance level of $.05$. The factors affecting the lifestyle of generation Y in Thailand's rural society are presented in Table II.

TABLE II: ANALYSIS OF FACTORS AFFECTING THE LIFESTYLE OF GENERATION Y IN THAILAND'S RURAL SOCIETY [N=393]

Variable	Beta	Sig.
Constant	3.116	.000
Demographic factor		
Sex	-.019	.683
Age	-.153*	.017
Marital status	.152**	.008
Household members	-.036	.411
Region	-.067	.163
Educational level	.122*	.150
Occupation	-.051	.013
Religion	-.070	.274
Economic factor		
Monthly income	.037	.479
Income adequacy	-.095*	.041
Land, machinery, and equipment ownership	.089	.058
Social and political factor		
Membership of community groups or organizations	.104*	.028
Being affected by state policy	.236***	.000
Impact of modern development	.105*	.026
Information factor		
Information access channels	.024	.641
Using social media	.221***	.000
R = .561 R Square = .315 F = 10.785		

Note: * P -value $\leq .05$, ** P -value $\leq .01$, *** P -value $\leq .001$

V. DISCUSSION AND CONCLUSION

Based on the study of lifestyle in 3 dimensions, comprising activities, interests, and opinions, it could be summarized that the Generation Y in Thailand's modern rural society had a simple and sufficient lifestyle and gave first priority to their family. They were interested to participate in traditional activities and important religious holidays, paid attention to social, community, and volunteering activities, donated money or things to charity, joined political groups at the local and national levels, participated in local merit-making events, and took part in religious activities and rituals as well as cultural events. They possessed a positive attitude towards themselves, had a modern mindset, and usually used social media to communicate and obtain information.

Although modernity had changed the way of life as well as attitudes and behaviors of Generation Y in rural areas such as willingness to achieve learning and work progress, fast food consuming behavior, consumption based on current trends, and modern mindset, some local and traditional aspects still remained such as showing gratitude to parents by taking care of them, giving first priority to family, conserving local cultures, and preserving traditional costumes and wedding customs. Therefore, it could be said that, in the midst of modernity, the Generation Y in Thailand's rural society continued to maintain their local way of life, cultures, and traditional occupations, while adopting modern technology to increase convenience in life. Their generosity and interdependence were still reflected through their interest in social activities and community movements. This is in line with reference [3] who indicated that although the Thai rural society has adapted to the modern era, some social-cultural traditions are still maintained.

Considering the factors affecting the lifestyle of Generation Y, it was found that the demographic factor that had an effect on the lifestyle of Generation Y in Thailand's rural society included age, marital status, and highest educational level. This is consistent with previous research, which suggested that people's lifestyle is influenced by various factors, including personal traits and backgrounds [13], [23].

The economic factor that affected the lifestyle of Generation Y in Thailand's rural society was income adequacy. This is similar to the concepts and research results of other scholars, which stated that economic status or social class has an effect on people's lifestyle [10], [12], [22], [25].

The social and political factor that had an effect on the lifestyle of Generation Y in Thailand's rural society was comprised of membership of community groups or organizations, being affected by government policy, and impact of modern development. This is in line with previous research studies, which suggested that the government development, government policy on improving the quality of life of ethnic groups, and other developments carried out by individuals or independent organizations have an impact on the lifestyle of Thai rural people. In addition, the expansion of capitalist economy and the emergence of material cultures resulting from the government's national economic and social development plan have continuously affected the status of women, which leads to movements for changes in many aspects, including the role of women in their families, social activities, and economic affairs. In other words, apart from taking care of their families, women begins to play more role in handling external issues [24]-[26], [31].

The information factor affecting the lifestyle of Generation Y in Thailand's rural society was use of social media. The results are consistent with previous research findings, which indicated that the external technological progress and the influence of radio, television, mobile phone, and computer have an impact on the lifestyle of teenagers and working-age people, especially in terms of dressing cultures. The results showed that the Generation Y widely followed the fashion of celebrities and famous stars through various media. Moreover, they selected to use technologies that benefit themselves such as technologies for communication and online shopping [25], [32], [33].

VI. RECOMMENDATIONS

A. Recommendations for Utilization of Research Results

The results of this research are academically useful for various disciplines, including sociology, anthropology, behavioral science, human resource development, community and social development, and marketing, in creating knowledge and understanding of Generation Y's lifestyle in Thailand's modern rural society, especially the factors that have an effect on their style.

In terms of business management, the present research results can be applied in marketing contexts in order to make marketers better understand consumer behaviors beyond demographic data. The research results about the lifestyle of Generation Y will enable marketers to understand the needs, thoughts, consumption habits, product selection, and media exposure behaviors of consumers, which is helpful for planning and determining effective marketing strategies. This is also in line with previous research, which suggested that lifestyle is associated with consumption and spending habits of each individual [12], [14], [15].

Therefore, relevant parties should use the results of this research as basic information for designing marketing promotion activities and distribution channels that are suitable for the lifestyle of Generation Y in rural areas, who are the majority of the Thai population. Generation Y in rural areas can be divided into various groups such as modern consumers, social media addicts, eating-out lovers, image and health conscious people, and current trend followers. These groups of Generation Y prefer buying food, beverages, and other products at shopping malls or convenience stores. They like to buy personal items such as clothing, accessories, and mobile phone according to current trends. They enjoy shopping online and pay attention to taking care of their own health and image. Thus, products and services should be developed by focusing on quality standards as well as current health and beauty trends. Moreover, distribution channels of products and services should be created by taking account of modernity, convenience, and time saving, in order to appropriately respond to the lifestyle of Generation Y. This is consistent with the research findings of reference [12], which indicated that lifestyle is relevant to spending habits of each individual.

Regarding the formulation of policies for local development, executives of government agencies, civil society organizations, local administrative organizations, and other relevant agencies should use the present research results to formulate and drive policies that are in line with the lifestyle of Generation Y in local areas as well as develop the factors that can affect their lifestyle. Generation Y in rural areas, who are traditional and religious preservers, social activists, progress lovers, and determined workers and learners, are interested in preserving local traditions, have public consciousness, participate in community development activities, intend to pursue higher education, and expect to work in occupations that can contribute to local development. This reflects the windows of opportunity and benefits that rural communities will obtain from these groups of Generation Y. They will become a major force in local economic and social development, including traditional preservation. Thus, it is important to support social and educational activities of young generation and

give them opportunities to play a key role as community developers.

B. Recommendations for Future Research

As the present research only focused on the lifestyle of Generation Y in Thailand's rural society, future research should be conducted to compare the lifestyle of Generation Y in local and urban areas and also investigate the differences in lifestyle of people in various age groups. In addition, a qualitative method should be used to obtain in-depth information in order to complement and confirm the quantitative research results of this study.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

AUTHOR CONTRIBUTIONS

Phuangprayong and Noonin conducted the research, collected the data, analyzed the data and wrote the paper. Both authors had approved the final version.

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