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**PUBLIC EXPECTATION TOWARDS SOCIAL DEVELOPMENT OF  
KHOK PRONG SUB-DISTRICT, WICHIAN BURI DISTRICT,  
PHETCHABUN PROVINCE, THAILAND**

**Abstract:**

The research aims to: 1) study expectation of people towards social development of Khok Prong Sub-District, Wichian Buri District, Phetchabun Province, Thailand; and 2) to compare the expectation of people with different demographic profile. This study is a quantitative research. The research sample consisted of 400 respondents. A questionnaire was used to collect the data. The questionnaire consisted of 3 parts including the first part which aimed to gain the respondents' demographic information, the second part which focused on examining the expectation of people towards social development and the second part which aimed to examine, and the third part emphasized the opinion and suggestions of people towards social development of the study site. Collected data were analyzed with descriptive statistics including frequency, percentage, mean, standard deviation, t-test, and One-Way ANOVA with a .05 level of statistical significance. In terms of the sample's profile, most of them were female, around 31-40 years old, graduated in a primary school level or lower, married, and worked as a farmer with average income per month of 5,000 Baht or lower. Moreover, the research findings showed that the respondents' overall expectation towards social development of the study site was rated at a high level. Additionally, the respondents with different gender, age, education level, and career were likely to be differ in their opinion towards social development of the study site with a .05 level of statistical significance whereas those with different marital status and income were found to have no difference in their opinion.

**Keywords:**

Public Expectation, Social Development

**JEL Classification:** Y80

## **Background and Significance of the Problem**

Local administration is significant for the country as it serves as a foundation for the government system in the democratic system. Local people should be aware of their right in governing themselves and the government sector should also give importance to people as they are the key players in determining the government policies. At the present time, power in governing regions in the country has been decentralized to local administrative organizations. Therefore, these local administrative organizations have power and wide duties and responsibilities in governing their responsible communities. They do not have only a duty in arranging basic public services for the local residents in the communities, but also have a duty to develop the quality of life for these people and improve the communities in terms of social, economic, and environment (Sawang and Amalitwarin, 2018).

Therefore, it is necessary for the local administrative organizations to determine their goals and direction for the development of their communities clearly. They need to determine the strategies and guidelines for such development in every dimension. This action represents readiness and potential of the local administrative organizations in their management that is consistent to their duties and responsibilities in solving the problems in the communities so that the communities can be developed in a proper way and corresponding to their needs and context (Phra Banphot Tayanunto, 2014).

The researcher was aware of the significance of the study on the expectation of local residents on the social development of Khok Prong Sub-District, Wichian Buri District, Phetchabun Province, Thailand. The findings of this study were expected to reveal true opinion and needs of the local residents of this community on social development which could be used as guidelines in planning and improving the way to develop the community appropriately and consistently to the problems and needs of the local residents.

## **Research Objectives**

The primary objectives of this research were to:

1. Study expectation of the local residents on social development of Khok Prong Sub-District, Wichian Buri District, Phetchabun Province, Thailand; and
- 2) to compare the expectation of these local people based on their different demographic profile.

## Scope of the Research

### *Scope on content*

This study aimed to study the expectation of the local people on four dimensions of social development of Khok Prong Sub-District, Wichian Buri District, Phetchabun Province, Thailand. These dimensions were: 1) the development in terms of basic infrastructure in the community; 2) the development in terms of promoting and supporting education in the community; 3) the development in terms of natural resources and environment in the community; and 4) the development in terms of economic and social in the community.

### *Scope on population*

Population of the study were local residents in the study site. At the time of conducting the study, there were around 2,850 households. The research sample were selected using proportional sampling. One person was selected from each household. As a result, 350 respondents were selected.

### *Scope of a study period*

This study was performed over a period of six months between January 2018 and June 2018.

### *Scope of a study site*

This study was conducted in the area of Khok Prong Sub-District, Wichian Buri District, Phetchabun Province, Thailand.

## Research Methodology

This research employed a quantitative research methodology because it aimed to measure the expectation of the local residents on the social development. Population of the study were the local residents in the area of Khok Prong Sub-District, Wichian Buri District, Phetchabun Province, Thailand. The research sample were selected using proportional sampling. One person was selected from each household. As a result, 350 respondents were selected. The sample size was determined based on Taro Yamane Formula with an error of 0.05.

### *Data collection tool*

This study utilized a self-administered questionnaire to collect the data. The questionnaire was designed to be correspond with the variables to be studied. It

contained three main parts. The first part contained questions on demographic background of the respondents including gender, age, educational level, marital status, career, and income per month. The second part of the questionnaire contained questions on the expectation level of the respondents on each dimension of the social development of the study site. The questions in this part were designed using five-scale ratings ranging from the highest, high, moderate, low, and the lowest. The third part of the questionnaire consisted of open-ended questions allowing the respondents to express their opinion and suggestions freely about their expectation on the social development of the study area.

### *Data analysis*

1. In the analysis of demographic background of the respondents including gender, age, educational level, marital status, career, and income per month., frequency and percentage were used.
2. In analyzing the expectation level of the respondents on the social development of the study site, descriptive statistics including mean and standard deviation were used.
3. In analyzing and comparing the differences in expectation of these local residents based on their demographic background, t-test and One-way ANOVA were used.

## **Research Findings**

In terms of the sample's profile, most of them were female (53.71 percent), around 41-50 years old (43.43 percent), graduated in a primary school level or lower (52 percent), married (64.29 percent), and worked as a farmer (60 percent) with average income per month of 5,000 Baht or lower (45.43 percent).

The data analysis showed that the respondents' overall expectation towards social development of the study site was rated at a high level, with a mean score of 4.09. When considering their expectation on each dimension of the social development, including: 1) the development in terms of basic infrastructure in the community; 2) the development in terms of promoting and supporting education in the community; 3) the development in terms of natural resources and environment in the community; and 4) the development in terms of economic and social in the community, it was found that the respondents' expectation on each dimension was rated at a high level. These findings are consistent with the study of Yooyuen, (2016) studied on the same topic but used the area of Samtum Sub-District, Sena District, Phrnakhon Si Ayutthaya Province, Thailand as a study site. This study reported that the overall expectation was rated at a high level and the expectation at each dimension of the social development of the community was also rated at a high level.

In terms of the relationship between the local residents' demographic background and their expectation on the social development of the community, it was found that people with different age, gender, educational level and career tended to have different expectation on this issue. On the other hand, local people with different marital status and income per month were found to have on difference in their expectation on this issue.

## Implication

Based on the findings found in this study, the following suggestions are given:

1. Administrators of the local administrative organization in the study site, leaders of the community and other stakeholders should maintain the efficiency level of their social management in all four main dimensions including 1) the development in terms of basic infrastructure in the community; 2) the development in terms of promoting and supporting education in the community; 3) the development in terms of natural resources and environment in the community; and 4) the development in terms of economic and social in the community. This is because the local people in this area have high expectation on these things.
2. They should have on-going assessment and evaluation on work performance of the social development in each of the four dimensions. This will encourage related officers to work for people. If any officers can demonstrate that they can work for the social development of the community with more efficient performance, proper forms of rewards should be given to those officers in order to keep them motivated.

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