Conducting Market Research for a Social Enterprise to Address Teenage Pregnancy

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**Interactive Science and Social Science Project
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Conducting Market Research for a Social Enterprise to Address Teenage Pregnancy in Bangkok

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Abstract

Adolescent pregnancy leads to many other social problems that can negatively affect an entire country. In Thailand, the adolescent pregnancy rate has been rapidly increasing each year. In order to address this problem, Population Service International (PSI) Thailand foundation came up with a new, innovative concept of a social enterprise that can help address teenage pregnancy called PowerGirls. PowerGirls is a club where teenage girls can join activities of interest to them, while gaining reliable sexual knowledge. Moreover, the club also aims to be financial sustainable by selling teenage friendly products and contraceptives in the same way as Amway and Giffarine (direct sales). The aim of this project was to strengthen and refine the PowerGirls concept by conducting market research with their target audience, teenage girls in Bangkok. Representative parents and teenage girls from different economic statuses and age group from different places around Bangkok were interviewed about their daily life, interests, concerns and their views towards the PowerGirls concept. The overall results indicate that to be financial sustainable the club should find other ways to sell products instead of direct sales and focus on selling hygiene and skin care products. For activities, the club should arrange entertainment related and sport activities. However, PowerGirls seems not to work well in Bangkok, therefore the team recommends PSI to cooperate with school in arranging activities at school instead.

บทคัดย่อ

การตั้งครรภ์ในวัยรุ่นเป็นปัญหาที่มีผลกระทบต่อสังคมไทยเป็นอย่างมากในหลายๆด้าน การตั้งครรภ์ของเด็กวัยรุ่นในประเทศไทยมีอัตราสูงขึ้นอย่างเห็นได้ชัดทุกๆปี เพื่อช่วยลดปัญหาการ ตั้งครรภ์ใน วัยรุ่นไทย มูลนิธิ พีเอสไอ (ประเทศไทย) หรือ Population Service International (PSI) Thailand foundation ต้องการนำแบบ จำลองธุรกิจที่แบบไม่หวังผลกำไรในนาม พาวเวอร์เกิลส์ มาใช้ในการแก้ ปัญหา โดยมี เป้าหมายที่จะให้ความรู้ด้านเพศศึกษาแก่วัยรุ่นวัยเจริญพันธุ์เพื่อนำไปสู่การลดอัตรา การตั้งครรภ์ของวัยรุ่น ไทย พาวเวอร์เกิลส์จะมีการดำเนินการแบบชมรมสำหรับเด็กวัยรุ่นหญิงเพื่อ ทำกิจกรรมต่างๆที่น่าสนใจ ร่วมกัน พร้อมเรียนรู้เรื่องเพศศึกษาไปด้วย พาวเวอร์เกิลส์มีเป้าหมายที่ จะสอนเด็กหญิงให้วางแผนเพื่อ อิสรภาพทางการเงินในอนาคตโดยการทำธุรกิจแบบยั่งยืน กิจกรรม หลักของชมรมคือการขายตรงสินค้าที่ วัยรุ่นชอบและผลิตภัณฑ์คุมกำเนิดในราคาย่อมเยา การขาย ตรงจะมีรูปแบบคล้ายการขายตรงของแอมเวย์ และกิฟฟารีน แบบจำลองธุรกิจพาวเวอร์เกิลส์นี้ยัง ขาดการวิจัยการตลาดและการทดสอบแนวคิดใน กลุ่มเป้าหมาย จุดประสงค์หลักของงานวิจัยนี้คือ การประมวลข้อมูลภาคสนามให้แก่มูลนิธิพีเอสไอ ในการ ทำการตลาดและพัฒนาแนวคิดพาวเวอร์เกิลส์ทาง ธุรกิจแบบไม่แสวงหากำไร คณะวิจัยเก็บข้อมูลโดยการ สัมภาษณ์ตรงและจากแบบสอบถามเด็กหญิง วัยรุ่นและผู้ปกครองในกรุงเทพฯ เพื่อเก็บข้อมูลเกี่ยวกับการใช้ ชีวิตประจำวันสินค้าและกิจกรรมที่ กลุ่มเป้าหมายสนใจ ปัญหาและระดับความกังวลใจของกลุ่มเป้าหมาย ทัศนคติที่มีต่อแนวคิดพาวเวอร์เกิลส์ ผลการวิเคราะห์ข้อมูลแสดงให้เห็นว่ากลุ่มเป้าหมายไม่สนใจในธุรกิจ ขายตรง สินค้าที่เด็กหญิงวัยรุ่นสนใจคือสินค้าเพื่อสุขภาพและผลิตภัณฑ์บำรุงผิว สถานที่จัดกิจกรรมที่ เหมาะสมควรอยู่ใกล้ BTS หรือ MRT ช่องทางโฆษณาที่มีศักยภาพ คือ สถาบันกวดวิชา วิทยุ และ นิตยสาร ต่างๆ การร่วมมือกับโรงเรียนเพื่อเข้าไปจัดกิจกรรมในโรงเรียนอาจเป็นอีกทางเลือกหนึ่งในการเข้าถึง กลุ่มเป้าหมาย

Acknowledgements

Executive Summary

The teenage pregnancy rate in Thailand has notably increased during the past decade, negatively impacting both the social and economic health of the country. Teenage pregnancy is considered shameful in Thai society; therefore the consequences can be grave, with many pregnancies ending in an unsafe, illegal abortion.

PSI is developing a social enterprise called 'PowerGirls' to address teenage pregnancy in middle-income countries such as Thailand. This concept is designed to empower teenage girls to make informed decisions about sexually related issues and to provide accessible and affordable contraceptives in the most comfortable way possible. PowerGirls uses activities and teenage-friendly products to attract teenage girls to the party to provide sexual knowledge, discussion and contraceptives. As PowerGirls is new concept, it is important to conduct market research to ensure that the business model will succeed in Thailand.

The goal of this project is to conduct market research for PowerGirls to address teenage pregnancy in Bangkok. Our team focused on identifying marketing strategies for PowerGirls by determining attractive products and activities for teenage girls, and getting feedback on the PowerGirls concept from the girls and their parents.

To achieve the project goal, three objectives were accomplished.

1. To determine demographic and psychographic data of teenage girls in Bangkok.
2. To determine teenage girls' interests to recommend PSI the products and activities for PowerGirls club.

3. To test PowerGirls concept to get feedback for improvement of the club.

To accomplish all of the objectives, we conducted surveys in various shopping areas to ensure that the data obtained were from variety of teenage girls. Therefore, the methodology of data collection and data analysis are as followed.

Methodology

For objective 1, semi-structure interview was used to gather the demographic and psychographic data of teenage girls. The sample size was 72 teenage girls from various income level families. The sampling method was a mixture of random and convenience sampling. The data obtained from this objective was used to determine marketing strategies for PowerGirls concept and find room for improvement.

For objective 2, structured questionnaire form was used to gather the data of teenage girls' interests. The sample size was 140 teenage girls. The obtained data was used to identify the products and activities that most teenage girls are interested in. In addition, the discomfort and comfort level of purchasing sensitive products and contraceptives providers respectively are also determined.

For objective 3, semi-structured interview was used to gather the sfeedback for PowerGirls. At the beginning of the interview, the components of PowerGirls concept were explained briefly to teenage girls and their parents. During the interview, they were asked for opinions and feedback for PowerGirls concept. These data were analyzed for concept development. The sample size was 69 teenage girls and 30 parents. The sampling method is a mixture of random and convenience sampling.

Findings

From objective 1, the results obtained from 72 representative girls indicate that:

1. During the weekdays, the girls' average wake up time is 6.00 AM and their average school time is 8.00 AM to 3.30 PM.
2. Most teenage girls go to school by bus or private car.
3. After school, most teenage girls pursue educational activities such as having tuition, doing homework or reading. Other than that, they would go shopping or hang out with friends.
4. During the weekends, the girls chose to go for tuition and followed by watch movies, do homework, read book and hang out with friends.
5. Favorite places in Thailand for these girls are shopping center, southern Thailand whereas beach as the most popular place.
6. Favorite topics that these girls usually discussed among their friends are education life, life problem, movie and love life.
7. Concerns of these girls are education, family conflict, friend conflict and financial difficulty.
8. When problems arise, these girls chose to discuss with friends, parents and others family members respectively.

From objective 2, the results obtained from 140 teenage girls categorized by different age groups and family income indicated that:

1. Teenage girls are interested in hygiene and skin care products more than cosmetics.
2. The top three activities that teenage girls like are listening to music, watching movie and eating.

3. The most wanted product for teenage girls is stationary, followed by powder and then hair care products.
4. The level of embarrassment in buying pregnancy test and contraceptives are extremely high; they are rated greater than 3.8 out of 5 by teenage girls.
5. The top three people whom teenage girls feel most comfortable to buy contraceptives with are skilled nurse, skilled doctor, and skilled pharmacist.

From objective 3, feedback from older teenage girls is similar to that of parents while differ from that of the younger girls. The main ideas that majority of people agree are listed as followed:

Brand association: Teenage girls agree that the name PowerGirls can represent a strong and powerful girl. Unlike younger girls, the older girls do not embarrass to discuss about sexual issues.
Logo: About 75% and 25% of interviewees said it is boring and cute respectively.
General feedback: Most interviewees like the idea of having variety of products and activities while many dislike direct selling.
Product recommendation: Parents and the young girls said cosmetics should not be sold in the club, while older girls disagree on this idea. The interviewees suggested that accessories, gift shop items, and gadget should be sold in the club.
Activity recommendation: Teenage girls suggested various sport activities to be in the club. Parents were concern about safety; thus, they do not want dangerous activities to be in the club.
Barrier: Parents and the girls agree that time conflict, lack of information about PowerGirls and parents' permission are the three potential barriers that would prevent teenage girls to join the club.

Recommendation for PowerGirls: Most interviewees said advertisements, professional organizers and ensuring teenage girls' safety are necessary.

Recommendations

Based on the findings and researched background information, we created a list of final recommendations for our sponsor, Population Services International (Thailand) Foundation and future researchers. We strongly recommend that:

1. To hold PowerGirls meeting on Friday afternoon, after school.
2. To hold PowerGirls meeting near BTS/MRT stations as well as considering venues that are close to popular tuition centers.
3. PowerGirls should provide entertainment related, education related and sport (badminton, swimming, and biking) activities.
4. PowerGirls should promote the club through school, tuition centers and media to become a nationally recognized brand.
5. PowerGirls should have hygiene products available rather than cosmetics.
6. PowerGirls should cooperate with brands that most teenage girls are using.
7. PowerGirls should be able to provide trustworthy and skilled people.
8. Packaging of contraceptives should be made in a way that teenage girls perceive them as 'cute' and does not really identify what the product inside is by just seeing from a distance.
9. PowerGirls should keep its name and create its official website online.
10. PowerGirls logo should be redesigned.
11. PowerGirls should avoid doing direct sales and go for other ways that would create financial sustainable income for the club such as selling their products online and via convenience stores.

12. PowerGirls should consider cooperate with school to arrange activities at school.

Conclusion

PowerGirls concept might help reduce teenage pregnancy. However, some of the idea of the concept needed to be modified. In Thailand, culture is varied in each area; therefore, the concept might be useful only in some province. In Bangkok, we found that people do not like direct selling. However, this fact may not be true in other region. Hence, further research study is very necessary especially in the area where teenage pregnancy is high. Moreover, testing the concept by actually arrange the activities and invite the girls to join the party is highly recommended.

บทสรุปโดยย่อ

อัตราการตั้งครรภ์ในวัยรุ่นไทยได้เพิ่มสูงขึ้นเรื่อยๆอย่างรวดเร็วจนกลายมาเป็นปัญหาใหญ่อีก ประเด็นหนึ่งในสังคมไทยปัจจุบัน การมีเพศสัมพันธุ์จนนำไปสู่การท้องก่อนวัยอันควรนั้นถือเป็นเรื่องที่ไม่ เหมาะสมและน่าอับอายในสังคมไทย และผลักดันให้วัยรุ่นที่ตั้งครรภ์ทำแท้งเพื่อหลีกเลี่ยงการถูกประณาม จากสังคม

มูลนิธิพีเอสไอ (ประเทศไทย) หรือ Population Service International (PSI) Thailand foundation ต้องการก่อตั้งบริษัทที่ไม่หวังผลกำไรเพื่อลดปัญหาการตั้งครรภ์ในวัยรุ่นไทย โดยจะนำแบบจำลองธุรกิจ แบบขายตรงของแอมเวย์และกิฟฟารีนมาใช้ภายใต้แนวคิด ชมรมพาวเวอร์เกิลส์ (PowerGirls) ที่จะช่วยลด ปัญหาการตั้งครรภ์ในวัยรุ่นสองทางคือ 1) เสริมสร้างพลังและความมั่นใจในวัยรุ่นหญิงให้มีความสามารถ ในการตัดสินใจเรื่องเพศได้อย่างเหมาะสม และ 2) เป็นแหล่งจัดหาอุปกรณ์คุมกำเนิดของเพศหญิงเพื่อให้ วัยรุ่นหญิงสามารถเข้าถึงอุปกรณ์คุมกำเนิดได้ง่าย ไม่รู้สึกอับอายหรืออึดอัดใจ ชมรมพาวเวอร์เกิลส์ เสริมสร้างพลังและความมั่นใจในวัยรุ่นหญิงผ่านกิจกรรมที่น่าสนใจ และยังขายสินค้าอื่นๆที่เป็นมิตรต่อ วัยรุ่น เนื่องจากชมรมพาวเวอร์เกิลส์เป็นแนวคิดใหม่จึงจำเป็นที่จะต้องมีการเก็บข้อมูลการตลาดเพื่อวาง ยุทธศาสตร์ที่ เหมาะสมสำหรับธุรกิจนี้

เป้าหมายของงานวิจัยนี้คือ การสำรวจตลาดให้กับบริษัทที่ไม่แสวงผลกำไรพาวเวอร์เกิลส์เพื่อช่วย ลดปัญหาการตั้งครรภ์ในวัยรุ่นหญิงในกรุงเทพมหานครฯ โดยการวิจัยนี้มุ่งเน้นไปที่การหากลยุทธการตลาด สำหรับพาวเวอร์เกิลส์ การหาสินค้าและกิจกรรมที่สามารถดึงดูดวัยรุ่นหญิง และเสียงตอบรับ หรือความ คิดเห็นของวัยรุ่นหญิง และผู้ปกครองเกี่ยวกับแบบจำลองธุรกิจพาวเวอร์เกิลส์นี้

เป้าหมายของการงานวิจัยนี้แบ่งการดำเนินการออกเป็นจุดประสงค์ดังนี้

1. เพื่อรวบรวมข้อมูลข้อมูลในเชิงภูมิศาสตร์ประชากร และข้อมูลในเชิงจิตวิสัยของวัยรุ่นหญิงใน กรุงเทพฯ
2. เพื่อระบุสินค้าและกิจกรรมที่วัยรุ่นหญิงในกรุงเทพฯมีความสนใจ
3. เพื่อทดสอบความเป็นไปได้ของชมรมพาวเวอร์เกิลส์ โดยการประเมินจากเสียงตอบรับ/ความ คิดเห็นของวัยรุ่นหญิงและผู้ปกครอง

เพื่อให้บรรลุจุดประสงค์ทั้งสาม ทีมวิจัยได้ดำเนินการสำรวจภาคสนาม ณ ศูนย์การค้าในหลายพื้นที่ของ
กรุงเทพฯ เพื่อให้ได้ข้อมูลที่เป็นตัวแทนของกลุ่มประชากรจริงมากที่สุด

วิธีการวิจัย (Methodology)

วัตถุประสงค์ที่ 1: เพื่อรวบรวมข้อมูลข้อมูลในเชิงภูมิศาสตร์ประชากร และข้อมูลในเชิงจิตวิสัยของวัยรุ่น
หญิงในกรุงเทพฯ

คณะวิจัยได้เลือกใช้การสัมภาษณ์ที่มีแบบแผน (semi-structured interview) ในการเก็บข้อมูลในเชิง
ภูมิศาสตร์ประชากร และข้อมูลทางด้านจิตวิทยา โดยมีตัวแทนกลุ่มประชากรเป็นวัยรุ่นหญิงใน
กรุงเทพมหานครฯ จำนวน 72 คน ผลการวิเคราะห์เชิงปริมาณโดยจำแนกตามรายได้ของครอบครัว และช่วง
อายุ สามารถนำไปใช้ในการกำหนดกลยุทธ์ทางการตลาดและการประยุกต์แบบจำลองธุรกิจพาวเวอร์เกิลส์
ได้

วัตถุประสงค์ที่ 2: เพื่อระบุสินค้าและกิจกรรมที่วัยรุ่นหญิงในกรุงเทพฯมีความสนใจ

คณะวิจัยได้ใช้แบบสอบถาม (questionnaire) ในการระบุสินค้าและกิจกรรมที่วัยรุ่นหญิงใน
กรุงเทพฯ มีความสนใจ โดยคำถามส่วนใหญ่นั้นเป็นการประเมินระดับความพึงพอใจในสินค้า และกิจกรรม
ต่างๆในแบบมาตรวัดลิเคิร์ท (Likert Scale) วัยรุ่นหญิงที่ถูกเลือกมาอย่างไม่เจาะจงเพื่อการทำแบบสอบถาม
นี้มีจำนวนทั้งหมด 140 คน ข้อมูลที่ได้จากแบบสอบถามได้ถูกนำไปวิเคราะห์ในเชิงปริมาณ

วัตถุประสงค์ที่ 3: เพื่อทดสอบความเป็นไปได้ของชมรมพาวเวอร์เกิลส์ โดยการประเมินจากเสียงตอบรับ/
ความคิดเห็นของวัยรุ่นหญิงและผู้ปกครอง

การสัมภาษณ์ที่มีแบบแผน (semi-structured interview) ได้ถูกนำมาใช้เพื่อรวบรวมความคิดเห็นของ
วัยรุ่นหญิง 69 คน และผู้ปกครองอีก 30 คนเกี่ยวกับแบบจำลองธุรกิจพาวเวอร์เกิลส์ โดยใช้การวิเคราะห์เชิง
คุณภาพประเมินกลยุทธ์ที่เหมาะสมในการพัฒนาแบบจำลองธุรกิจพาวเวอร์เกิลส์

ผลการสำรวจ (Findings)

วัตถุประสงค์ที่ 1: เพื่อรวบรวมข้อมูลข้อมูลในเชิงภูมิศาสตร์ประชากร และข้อมูลในเชิงจิตวิสัยของวัยรุ่นหญิงในกรุงเทพฯ

ผลการสำรวจวัยรุ่นหญิงจำนวน 72 คน ในหลากหลายพื้นที่สามารถสรุปได้ดังนี้:

1. ในช่วงวันธรรมดา โดยเฉลี่ยแล้ววัยรุ่นหญิงในกลุ่มสำรวจตื่นนอนเวลา 6 นาฬิกา และเรียนที่โรงเรียนตั้งแต่ 8 นาฬิกา ถึง 15 นาฬิกา

2. วัยรุ่นหญิงส่วนใหญ่เดินทางไปโรงเรียนโดยรถเมล์สาธารณะ หรือรถยนต์ส่วนตัว และไม่มีวัยรุ่นหญิงคนใดที่มาจากครอบครัวรายได้ต่ำเดินทางโดยรถยนต์ส่วนตัว

3. ในช่วงวันธรรมดา หลังเลิกเรียนวัยรุ่นหญิงส่วนใหญ่มักทำกิจกรรมที่เกี่ยวข้องกับการเรียน เช่น กวดวิชา ทำการบ้าน หรืออ่านหนังสือ แต่ก็อาจไปเดินซื้อของ เที่ยวเล่นกับเพื่อนบ้างในบางครั้ง

4. ในช่วงวันหยุด การเรียนพิเศษยังคงเป็นกิจกรรมที่วัยรุ่นหญิงทำมากที่สุด ตามด้วยการชมภาพยนตร์หรือละคร ทำการบ้าน อ่านหนังสือ และเที่ยวกับเพื่อน

5. กิจกรรมที่วัยรุ่นชื่นชอบนั้น จะไม่เกี่ยวข้องกับการเรียน วัยรุ่นส่วนใหญ่ชอบอ่านหนังสือ ทั้งหนังสือการ์ตูน นิตยสาร นิยาย และอื่นๆ กิจกรรมที่วัยรุ่นชื่นชอบนอกเหนือจากนี้คือ การชมภาพยนตร์หรือละคร ฟังเพลง และเที่ยวกับเพื่อน

6. สถานท่องเที่ยวในประเทศไทยที่วัยรุ่นหญิงนิยมมากที่สุดคือห้างสรรพสินค้าและทะเลภาคใต้

7. หัวข้อบทสนทนายอดนิยมกับเพื่อนคือ เรื่องเรียน ปัญหาชีวิต ภาพยนตร์ และความรัก

8. สิ่งที่วัยรุ่นหญิงกังวลคือ การเรียน ปัญหาครอบครัว และปัญหาการเงิน โดยการเรียนเป็นสิ่งที่วัยรุ่นหญิงส่วนใหญ่กังวลมากที่สุด

9. เวลาที่วัยรุ่นหญิงมีปัญหา พวกเขามักจะสนทนาและปรึกษากับเพื่อนเป็นอันดับแรก รองลงมาคือผู้ปกครองและสมาชิกคนอื่นๆในครอบครัว

วัตถุประสงค์ที่ 2: เพื่อระบุสินค้าและกิจกรรมที่วัยรุ่นหญิงในกรุงเทพฯมีความสนใจ

ข้อมูลที่ได้จากการสำรวจจัดเก็บโดยการใช้แบบสอบถามกับวัยรุ่นเพศหญิงจำนวน 140 คน ที่มีอายุต่างกัน และมาจากครอบครัวที่มีรายได้ต่างกัน สามารถสรุปได้ดังนี้:

1. วัยรุ่นหญิงส่วนใหญ่ในทุกกลุ่มรายได้ และช่วงอายุ มีความสนใจในผลิตภัณฑ์ด้านสุขอนามัยและ ผลิตภัณฑ์บำรุงผิว เช่น ยาสระผสม สบู่ ผ้าอนามัย แป้ง ครีมกันแดด และครีมรักษาสิว มากกว่า เครื่องสำอางสำหรับแต่งหน้า เช่น ลิปสติก มาสคาร่า อายไลเนอร์ ดินสอเขียนคิ้ว รองพื้น

2. วัยรุ่นหญิงโดยส่วนใหญ่ในทุกกลุ่มรายได้ และช่วงอายุชอบฟังเพลง ชมภาพยนตร์และละคร และ รับประทานอาหารมากที่สุด รองลงมาคือการอ่านหนังสือ ทำอาหาร ร้องเพลง กีฬาแบดมินตัน ว่าย น้ำ และขี่จักรยาน นอกจากนี้ผลสำรวจยังบ่งชี้อีกว่าวัยรุ่นหญิงในกลุ่มอายุมาก (17-19 ปี) มีความ สนใจในกิจกรรมสอนการแต่งหน้ามากกว่ากลุ่มวัยรุ่นหญิงที่มีอายุน้อยกว่า (13-16 ปี) อย่างเห็นได้ ชัด

3. ผลิตภัณฑ์ที่วัยรุ่นหญิงมีความสนใจมากที่สุดคือเครื่องเขียน แป้ง และผลิตภัณฑ์บำรุงผมตามลำดับ

4. วัยรุ่นหญิงในทุกกลุ่มรายได้ และช่วงอายุ มีความรู้สึกอายที่จะซื้ออุปกรณ์ตรวจครรภ์และยา คุมกำเนิดเป็นอย่างมาก วัดได้จากการที่สินค้าดังกล่าวมีระดับความน่าอายโดยเฉลี่ยมากกว่า 3.8 ขึ้น ไปทั้งหมด โดย 5 เป็นระดับความอายสูงสุด

5. วัยรุ่นหญิงในทุกกลุ่มรายได้ และช่วงอายุมีความสบายใจที่จะซื้ออุปกรณ์ตรวจครรภ์และยา คุมกำเนิด จากแพทย์ พยาบาลและเภสัชกรที่ผ่านการฝึกให้เข้าใจวัยรุ่นมากที่สุด แต่จะรู้สึกไม่สบาย ใจ หากต้องซื้อสินค้าเหล่านี้จากผู้ใหญ่ และเพื่อนที่เป็นเพศชาย

วัตถุประสงค์ที่ 3: เพื่อทดสอบความเป็นไปได้ของชมรมพาวเวอร์เกิลส์ โดยการประเมินจากเสียงตอบรับ/ ความคิดเห็นของวัยรุ่นหญิงและผู้ปกครอง

ผลตอบรับจากวัยรุ่นหญิงในกลุ่มอายุมากนั้นจะคล้ายกับผู้ปกครองของวัยรุ่น ซึ่งจะแตกต่างจาก วัยรุ่นเพศหญิงในกลุ่มอายุน้อย โดยความคิดของคนส่วนใหญ่สามารถระบุได้ดังนี้:

ความรู้สึกที่มีต่อชมรม: วัยรุ่นหญิงทุกช่วงอายุรู้สึกเห็นด้วยกับชื่อ พาวเวอร์เกิลส์ (PowerGirls) เพราะเป็นชื่อ ที่สื่อถึงความเข้มแข็งของหญิงสาว

ตราสัญลักษณ์: วัยรุ่นโดยส่วนใหญ่รู้สึกว่าตราสัญลักษณ์ธรรมดาเกินไป ควรปรับปรุงให้ดึงดูดกว่านี้

ผลตอบรับ: วัยรุ่นหญิงส่วนใหญ่รู้สึกชื่นชอบสินค้าและกิจกรรมที่หลากหลาย แต่ไม่ชอบการขายตรง

ข้อเสนอแนะเกี่ยวกับสินค้า: วัยรุ่นหญิงอายุมากมีข้อเสนอแนะว่าควรขายเครื่องสำอางสำหรับแต่งหน้าใน ชมรม ในระหว่างที่วัยรุ่นหญิงอายุน้อยนั้น ไม่สนใจเครื่องสำอางเหล่านั้น อีกทั้งผู้ปกครองก็ไม่เห็นด้วยกับ

การใช้เครื่องสำอางในวัยรุ่น นอกจากนี้แล้วทั้งวัยรุ่นหญิงและผู้ปกครองแนะนำว่าชมรมควรขายเครื่องประดับและสินค้าน่ารักกุ๊กกิ๊กชิ้นเล็กชิ้นน้อย

ข้อเสนอแนะเกี่ยวกับกิจกรรม: วัยรุ่นหญิงมีข้อเสนอแนะว่าควรเพิ่มชนิดของกีฬาที่จะจัดในชมรมให้มากขึ้น ในขณะที่ผู้ปกครองนั้นมีความกังวลในความปลอดภัยของบุตร จึงไม่เห็นด้วยที่ชมรมจะมีการจัดกิจกรรมยิงปืน และปีนผา เพราะเป็นกิจกรรมที่อันตรายเกินไปสำหรับวัยรุ่น

อุปสรรคในการเข้าร่วมชมรม: วัยรุ่นหญิงและผู้ปกครองอาจไม่สามารถมาร่วมกิจกรรมได้ หากติดภาระกิจอื่นๆ และหากได้รับข้อมูลเกี่ยวกับชมรมไม่เพียงพอ ผู้ปกครองอาจไม่อนุญาตให้บุตรไปร่วมกิจกรรมในชมรม หากกิจกรรมถูกจัดขึ้นในเวลา และสถานที่ที่ไม่เหมาะสม

ข้อเสนอแนะสำหรับชมรมพาวเวอร์เกิลส์: วัยรุ่นหญิงและผู้ปกครองหลายคนเสนอว่า ควรมีการโฆษณาชมรมให้เป็นที่รู้จักโดยทั่วไป ชมรมควรประกอบไปด้วยผู้จัดงานมืออาชีพ ควรเรียนเชิญผู้ที่มีสามารถ ในการให้คำแนะนำเกี่ยวกับการดูแล และป้องกันตนเองแก่วัยรุ่นหญิง และคำนึงถึงความปลอดภัยของวัยรุ่นหญิงเป็นหลัก

ข้อแนะนำสำหรับผู้สนับสนุน มูลนิธิพีเอสไอ (Recommendations)

จากการวิเคราะห์ข้อมูลที่ได้รับมานั้น ทีมวิจัยมีข้อเสนอแนะสำหรับผู้สนับสนุนโครงการนี้ หรือ มูลนิธิพีเอสไอ และนักวิจัยในอนาคต ดังนี้

1. ชมรมพาวเวอร์เกิลส์ควรจัดกิจกรรม ในเวลาช่วงบ่ายของวันศุกร์ หลังเวลาเลิกเรียน เพื่อหลีกเลี่ยงการทับซ้อนของเวลา สำหรับวัยรุ่นหญิง เพื่อให้วัยรุ่นหญิงสามารถมาร่วมกิจกรรมได้

2. สถานที่จัดกิจกรรมพาวเวอร์เกิลส์ควรอยู่ใกล้สถานี BTS หรือ MRT รวมถึงสถาบันกวดวิชาชื่อดัง เพื่อที่จะอำนวยความสะดวกแก่วัยรุ่นหญิงในการเดินทางมาเข้าร่วมชมรม

3. พาวเวอร์เกิลส์ควรจัดเตรียมกิจกรรมต่างๆที่เกี่ยวข้องกับความบันเทิง กีฬา และการศึกษา

4. พาวเวอร์เกิลส์ควรส่งเสริมชมรมผ่านทางโรงเรียน สถาบันกวดวิชา และสื่อต่างๆ

5. พาวเวอร์เกิลส์ควรมุ่งเน้นขายผลิตภัณฑ์อนามัย และผลิตภัณฑ์บำรุงผิว มากกว่าเครื่องสำอางสำหรับแต่งหน้า เพราะว่าเด็กวัยรุ่นหญิงโดยเฉพาะในกลุ่มช่วงอายุน้อย (13-16 ปี) ไม่นิยมการแต่งหน้า

6. พาวเวอร์เกิลส์ควรร่วมมือกับแบรนด์ที่วัยรุ่นหญิงนิยมใช้ เพื่อดึงดูดความสนใจให้เข้าร่วมชมรม

7. พาวเวอร์เกิลส์ควรประกอบไปด้วยผู้จัดงานที่น่าเชื่อถือ และเรียนเชิญผู้ที่มีความเชี่ยวชาญในการให้คำแนะนำในเรื่องของการดำเนินชีวิต และการป้องกันตนไม่ให้พลาดพลั้งทำในสิ่งที่อาจทำให้เสียอนาคตได้ โดยที่เข้าใจวัยรุ่น เพื่อที่วัยรุ่นหญิงจะได้มีความรู้สึกไว้วางใจที่จะมาเข้าร่วมชมรม

8. ลักษณะบรรจุภัณฑ์ของยาและอุปกรณ์คุมกำเนิด ควรจะมีความน่ารักและไม่โจ่งแจ้งจนเกินไป เพื่อที่วัยรุ่นหญิงจะรู้สึกสบายใจและไม่ลังเลใจที่จะซื้อผลิตภัณฑ์เหล่านี้

9. พาวเวอร์เกิลส์ควรใช้ชื่อเดิมและสร้างเว็บไซต์ของตัวเองเพื่อที่จะได้ติดต่อกับวัยรุ่นได้สะดวกและกว้างขวางขึ้น

10. สัญลักษณ์พาวเวอร์เกิลส์ควรจะปรับเปลี่ยนรูปแบบใหม่เพื่อดึงดูดความสนใจของวัยรุ่นหญิงไทย

11. พาวเวอร์เกิลส์ควรหลีกเลี่ยงการขายตรงและควรหารายได้ด้วยวิธีอื่นเพื่อสนับสนุนชมรม เช่น ขายผลิตภัณฑ์ของพาวเวอร์เกิลส์ทั้งทางออนไลน์และทางร้านสะดวกซื้อ

12. พาวเวอร์เกิลส์ควรร่วมมือกับโรงเรียนในการเข้าไปจัดกิจกรรมภายในโรงเรียน

สรุป (Conclusion)

พาวเวอร์เกิลส์ คอนเซ็ปอาจสามารถช่วยลดอัตราการตั้งครรภ์ในวัยรุ่นในกรุงเทพมหานครได้ในอนาคต หากได้รับการดัดแปลงและพัฒนา เช่น การร่วมมือกับโรงเรียน หรือการขายของผ่านทางเว็บไซต์แทนการขายตรง เพื่อให้สอดคล้องต่อความต้องการที่แท้จริงของผู้บริโภค ซึ่งเป็นวัยรุ่นหญิง อย่างไรก็ตามเนื่องจากสังคมและความต้องการของผู้บริโภคในแต่ละพื้นที่ของประเทศไทยนั้นมีความแตกต่างกัน ดังนั้นพาวเวอร์เกิลส์ คอนเซ็ปอาจใช้ได้ดีในเฉพาะบางพื้นที่ แม้การขายตรงจะไม่เหมาะกับสังคมเมืองหลวงอย่างกรุงเทพมหานคร แต่ก็อาจได้เสียงตอบรับที่ดีในจังหวัดอื่นๆ ดังนั้นควรมีการวิจัยในหลากหลายพื้นที่โดยเฉพาะอย่างยิ่งพื้นที่ที่มีอัตราการตั้งครรภ์ในวัยรุ่นสูง เพื่อตอบโจทย์นี้สำหรับพื้นที่เหล่านั้นด้วย

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Chapter 1: Introduction

Teenage pregnancy has become a significant social problem affecting Thailand. This issue directly impacts individuals, families and society as a whole. Thailand is highly concerned about teenage pregnancy, as it ranks as the second highest country in terms of teenage pregnancy rate in Southeast Asia [1]. According to UNFPA State of Thailand's Population 2013 [2], the percentage of teenage pregnancy per year in Thailand had increased up to 10% of the total population of teenage girls in the country. The average age of teenagers' first-time sexual relations was 15-16 in 2010 and less than 50 % of first timers used condoms. Among the population of teenage girls who get pregnant, approximately 14.4% of them resorted to have a dangerous illegal abortion [3].

Multiple factors likely contribute to the rise in teen pregnancy. The conservative culture of Thailand is one important factor. Teenagers in the new generation think that premarital sex is normal in this modern society while adults see it as inappropriate [4]. This contradiction between people of different generations in Thai society is likely to contribute to the problem. Some adults avoid talking about sexual topics because they think open discussion about sex is not appropriate or can encourage young people to have sex [5]. Some parents feel uncomfortable talking about this topic with their children [5].

Due to lack of knowledge and sexual education, teenagers do not know how to have safe sex. The curriculum of sexual education in schools contains more biological information than emotional or practical knowledge [6]. Moreover, materials related to the consequences of unplanned pregnancy are often left out of the curriculum [6]. Many teenagers hold the inaccurate belief that it is not possible to conceive a child during their very first sexual intercourse, even without protection, and using condoms reduces sexual satisfaction [7]. Some pregnant teenage girls claimed that they got pregnant

unintentionally because they failed to persuade their boyfriends to have sex in a 'safe' way because they feared their partners would end the relationship if they insisted on condom use. [8]. Additionally, even though contraceptives can be easily accessed in Thailand, the social stigma and conservative culture make teenagers feel ashamed when they are purchasing them [6].

Population Services International (PSI) in Thailand considers teenage pregnancy to be a significant social and health concern for the country and plans to address the issue in an innovative way by developing a sustainable turn-key social enterprise model that leverages capital from non-traditional funding mechanisms. PSI aims to utilize a business model similar to Amway, Tupperware, or Avon but with the name "PowerGirls" and to sell contraceptives in such a way that the teenagers feel comfortable buying them. Moreover, PowerGirls also aims to empower the teenage girls through organizing parties and group activities which provide them with knowledge, confidence, and skills so that they can make informed reproductive health decisions which can protect them from unintended pregnancy.

In the past, business models like Amway, Tupperware, or Avon were very successful in attracting people to come and sell as well as to buy the products. However, some aspects of this type of business model may not fit to Thai culture, which may not really help to solve the issue. Therefore, our team SSP4, Chulalongkorn University students in Bachelor of Science in Applied Chemistry (BSAC) International Program, Department of Chemistry, would like to help PSI reveal the potential of this PowerGirls business model to be used in Thailand. Additionally, we will help define a marketing strategy for the PowerGirls concept before PSI will consider launching the model. This project is done in order to fulfill the course Interactive Science and Social Science Project.

The aim of this project is to help PSI conduct marketing research and to test the business concept for social enterprise to address teenage pregnancy in Thailand. To achieve this goal, three objectives need to be accomplished. The first objective is to obtain demographic and psychographic data about teenage girls in order to identify teenage girls' needs, which will then inform the marketing strategy for PowerGirls. The second objective is to determine the teenage girls' interests in order to recommend appropriate and attractive products and activities for the PowerGirls club. The last objective is to test the concept of PowerGirls on both parents and teenage girls so that we can identify its potential to be successful in Thailand.

After completing these objectives, we expect that some new concepts, ideas or angles might be found. Furthermore, possible strengths and weaknesses of the PowerGirls model will be identified. Finally, after gathering the data and analysis, the team will be able to make recommendations to enhance the PowerGirls concept, as well as to introduce ideas that could be included in the concept of PowerGirls. It is expected that this project will provide valuable insights that will be used to inform the development of the business model and concept of PowerGirls, which will be used to address teenage pregnancy in Thailand in a financially sustainable manner.

Chapter 2: Literature Review

2.1) Current situation of teenage pregnancy in Thailand

2.1.1) Overview and statistics report on teenage pregnancy in Thailand [9,10]

Rapid increases in economic prosperity in Thailand in the past decades have contributed to an erosion of traditional cultural and religious values, which has in turn impacted the sexual behavior of teenagers, leading to an increase in teenage pregnancy rates. Like other developing nations, Thailand will eventually face serious social problems due to these unwanted pregnancies and any solution will require cooperation between the government and private institutions.

The government has already initiated various short term and long terms plans to address this problem. These plans include the education system, public health infrastructure, legal channels, and encouraging social developments, while taking into account the prevalent religious beliefs. The key players are the Ministry of Education, the Ministry of Public Health, the Ministry of Social Development and Human Security, the Ministry of Justice and various private institutions.

Official statistics from the Public Health Ministry on birth rates in Thailand during 2003-2013 shows that the overall birth rate is decreasing. However, the birth rate for teenage mothers is increasing by about 43% from 2003-2013. In Southeast Asia, Thailand's teenage pregnancy rate is the second highest following Laos. The statistics also show that out of every 1000 births in the country, 54 births are by mothers aged 15-19 years old. This adolescent birth rate is higher than the USA, and 10 times higher than Singapore. Furthermore, information given in the Journal of the Medical Association of

Thailand shows that, in 2010 there were approximately 80,000 adolescent pregnancies and about 14.4% of these were terminated by illegal abortion.

Surveys carried out by the Ministry of Social Development and Human Security showed that there is a substantial increase in teenage pregnancy for girls of 15 years old or younger(from 0.13% in 1997 to 0.38% in 2008) and the rate is still increasing, in contrast with decrease in the birth rate in the general population.

Percentage of newborn children from mothers under 15 years old
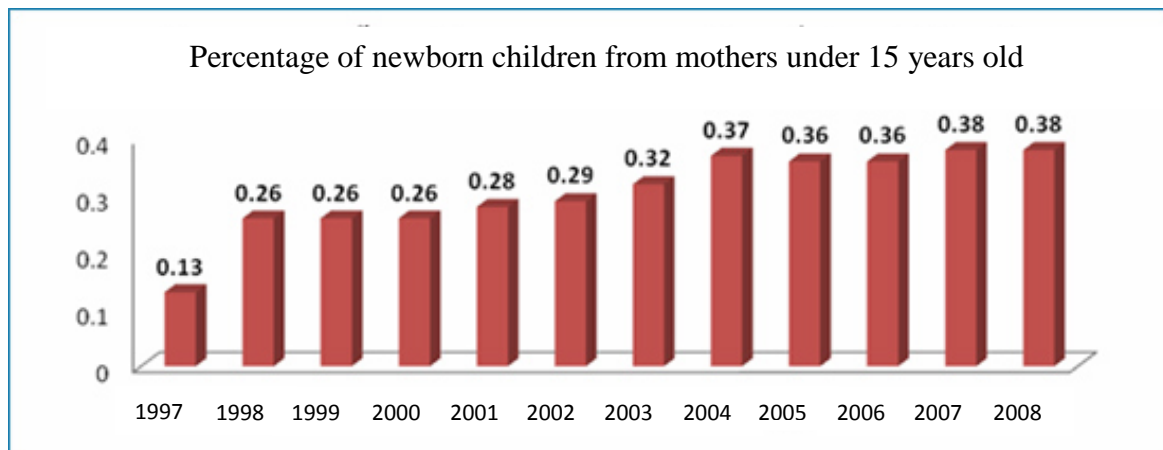
Figure 2.1: Percentage of pregnancies among mothers 15 years old and younger (1997 -2008)

Source: Ministry of Social Development and Human Security

According to the information from United Nations Population Fund (UNFPA), there are 11.7 percent of teenage mothers (6.4 per 1,000) teenage mothers who gave birth to a child that was at least their second child in 2012. The prevalence of adolescents experiencing repeated pregnancies shows a failure in the reproductive health services available to these mothers, particularly a lack of counselling warning women to use contraception immediately after the give birth to avoid another pregnancy. Thus, it is important to provide information and postnatal care to ensure that both the mothers and their partners to know about birth control and learn that they

should wait at least two years or until they turn 20 years old to have a second child.

Another cause of teenage pregnancy is sexual abuse. According to a survey on domestic violence and women's health, 7% of girls were found to have experienced some form of sexual violence by the age of 15 years. 37.5% of the perpetrators of sexual violence were found to be strangers, followed by people known to the victim and the victim's family (16%), relatives or people living in the same household (12%) and boyfriends (12.5%).

The amount of newborn children from teenage girls under the age of 15 has more than doubled in 12 years, from 1,465 children in 2000 to 3,725 children in 2012. The birth ratio among teenage girls who are 10-14 year old was 1.78 per 1,000 in 2000, compared to 0.55 per 1,000 in the year 2012, meaning the ratio tripled in just 12 years. Since 2000, Prachuap Khiri Khan, Rayong, Phetchaburi, Kanchanaburi, Saraburi, Samut Prakan and Phichit have the highest number of births to girls under the age of 15. These numbers are a cause for concern as Thai law stipulates 17 as the age of consent. In other words, the act that resulted in the pregnancy for every one of these cases in considered illegal.

2.1.2) Abortion in Thailand [11]

In Thailand, there is an abortion law under the provisions of the Thai Penal Code of 13 November 1956. Under the Code, medical abortions are commonly prohibited. Abortion is legal in Thailand only if the woman is under 15 years of age, in cases of rape or incest, in order to save her life, or to maintain physical health. Anyone receiving an illegal abortion will be punished with up to twenty years in prison or a fine up to 40,000 baht, depending on the health outcome of the woman who underwent the abortion. Moreover, in the

religious views, abortion is considered a "sin" in the Theravada Buddhism, which is practiced by up to 95% of the Thai population. Despite this, there was a 16% increase in the number of women hospitalized due to complications from an abortion between 1994 and 2009, reported by the United Nations Population Fund (UNFPA) and Thailand's National and Economic and Social Development Board (NESDB) in 2011. There is still a plenty numbers of illegal abortion clinics in Bangkok. In 2010, Thai police found the remains of 2,000 fetuses on the grounds of a "Bangkok Buddhist Temple", believed to come from those illegal abortion clinics. In some rural areas of Thailand, self-trained practitioners perform illegal abortions within the first 12 weeks of pregnancy. Illegal abortions can also be performed in urban hospitals by using vacuum curettage. The most commonly used techniques are traditional massage abortion and uterine injection. This show that the illegal abortion in Thailand still exists and has not been eradicated by the law, which means that there are the places that allow the illegal abortion to take place further along in gestation as well.

2.1.3) Obscure target reduction goal and solution for teenage pregnancy [12, 13]

Thai culture is very conservative, and sex is rarely discussed. Sexual education has been a part of the national school curriculum but the content is insufficient to result in a clear understanding of the process of reproduction and methods to avoid unwanted pregnancies. The Education Ministry limits the instruction on the subject only eight hours a year, which is not an enough time to allow the students to learn about sexual health, even though adult attitudes about sexual behavior may be softening. The topic of sex is for bidden for discussion by teachers, even though it is important to their students. They use the topic of biology in science class as the way to approach the topic of sex

rather than talking about the emotional issues involved.

The consequences of unplanned pregnancy are often left out of classroom teaching and there is lack of legal recourse for Thai adolescents who find themselves facing an unplanned and unwanted pregnancy.

2.2) Problems and effects of teenage pregnancy in Thailand

Teenage pregnancy is a social problem that faces 10% of teenage girls between the ages 15-19. The average age of sexual debut in Thailand is 16 years old, so many people in this age range are at risk of an unwanted pregnancy. The problems of teenage pregnancy not only affect the mothers and their children, but also impact the general community. Adolescent pregnancy can have many consequences, which affect the teenage parents, their newborn children and the parents of the teenagers.

2.2.1) End of education life

Pregnancy is a major reason why adolescents drop out or are forced to leave school, as they need to support themselves financially [14]. Some students continue to live with their parents, or marry and live with their spouse, but Thai society frowns upon students who are involved in pregnancy or married while still pursuing their studies.

Society feels that teenagers should be studying; it is not the right time for them to have a baby. Teen mothers tend to not graduate from school because of the responsibilities of pregnancy and parenthood and the pressures from society. A majority of them are not married, and they are more likely to raise their child

as a single parent because of the stress that their situation puts on their relationship with the child's father. This issue forces the teenage mothers to choose either between their baby and school. Sometimes, other adults in the young parents' lives take responsibility to take care of the babies, but this is unfortunately rare [15]. The humiliation and shame forces the majority of young mothers to leave school, which causes these teenagers to become adult earlier and fail to finish their education, making it difficult to find a good career. This leads to a significantly lower income and a lower standard of living.

2.2.2) Abortion

Teenage pregnancy can lead to an increase in the rate of abortions among teenage mothers due to the fact that pregnancy is usually unwanted and unplanned. Teenage pregnancy is considered shameful by most people in the society; therefore, they tend to go for abortion even though it is illegal in Thailand.

According to the information from United Nations Population Fund (UNFPA), about half of the 300,000 - 400,000 abortions in Thailand each year are performed on adolescent mothers, estimated by The Planned Parenthood Association of Thailand. Even if the mother decides to carry her pregnancy to term, the pregnancy will impact her educational and economic opportunities and potentially damage her health long-term. There was an investigation on electronic factory workers whose age 15 to 24 in Pathumthani province which found that over 80% of both males and females who had sexual experience used contraception. However, it was reported that there is 9.2% rate of premarital pregnancy and 5.0% of them had terminated pregnancies by inducing abortion. Another case showed similar results. A study among 966 male and female students at secondary, vocational and undergraduate levels in Chiang Mai found

that 4.15% of respondents had sought abortions. It was reported that the common factors cited by young parents about why they terminated their pregnancies were unwanted pregnancy, low economic status, rape and transmitted disease.

2.2.3) Health issues and living conditions

When adolescents get pregnant or have a baby, their basic rights become limited, including their right to health and education. It will also limit their economic, emotional and social status, possibly leading to extreme poverty.

- Health and psychological concerns for teenage mothers

Health risks and diminished standards of living are both linked to teenage pregnancy. Since teenagers' bodies are not fully developed, there will be high health risks for both the mother and unborn baby. One issue that has an effect on a teenage mother is that when she becomes pregnant during the first five years of menstruation, she will likely retard her physical growth as well as slow down her mental and emotional development, because of the high secretion of the estrogen during pregnancy. This spike in the hormone causes the bones' epiphysis to close prematurely; hence, her height will generally be lower than her peers. Teenage mothers are also more prone to certain complications during their pregnancy. For example, adolescent pregnancy is associated with an increased likelihood of anemia and high blood pressure, longer labor pains and premature delivery. During the delivery process, there is higher death rate for both child and mother. The mortality rate of mothers whose age are 15-19 years is 2.5 times higher than that of the mothers whose ages are 20-24 years [16].

Beyond the physical complications, pregnant teenagers tend to suffer from more mental health problems due to the fact that they are still not mature enough to think wisely and solve problems resulting from unintended

pregnancy. Moreover, some parents cannot accept the circumstance of their child having a baby at such an early age. There are also cases where pregnant teenagers are ignored or rejected by their family, which can become a very damaging to their mental and emotional health. These teenagers will worry about schooling and the financial burdens facing them. Thus, they may not be able to make suitable adjustments in their lives; they will become edgy, bad-tempered, easily irritable, and prone to committing suicide [17]. Teenagers who have been sexually active might be affected by HIV or other sexually transmitted infections.

Psychological concerns from teenage pregnancy extend beyond simply bad-temper or moodiness. A high number of teenage mothers experience extreme anxiety and depression since they are not psychologically prepared for marriage, sex or pregnancy. Girls will experience twice the stigma- once for being sexually active, and again for becoming pregnant. As a result, societal pressures lead many teenage girls to terminate the pregnancy, even though the abortion is illegal and unsafe. Most adolescents accept this risk to their health rather than face shame and humiliation.

- Health concerns and abandonment of babies born from teenage mothers

Health problems related to adolescent pregnancy and childbirth are caused by both biological and environmental factors, which vary based on the behavioral, social and economic context of the mother. These problems may occur during pregnancy and after the birth, and have short, medium and long-term effects. According to World Health Organization, research in 2009 found that newborn deaths are 50 percent higher among infants of adolescent mothers than among infants of mothers between the age of 20 and 29.

There are also many health concerns that affect the infants specifically. Firstly, babies born from a teenage mother tend to be underweight, weak, and more

likely to die within a month of their birth. Additionally, such underweight babies are more likely to suffer from neurological problems such as mental retardation, cerebral palsy, blindness and deafness, or convulsions. Although such babies are able to develop and grow, they may be moody and their mental health may be compromised, since the parents, as teenagers, could not understand the nature of children and provide adequate care for their children.

- Sexually transmitted infections/diseases

Each year, over 10,000 new HIV/AIDS cases are reported in Thailand and the rate of sexually transmitted infections among teenagers at the age 15-24 has continued to grow [16]. Even though the sexually transmitted diseases (STDs) are not directly caused by teenage pregnancy, it has to be admitted that the risky sexual behaviors that result in teenage pregnancy may also transmit STDs. Young girls usually have more risk of acquiring sexual transmitted diseases due to improper use of contraceptives and inadequate knowledge about their risks [18]. If the STDs are not treated properly, then infertility, pelvic inflammatory disease, ectopic pregnancy and cancer are more likely to occur, as well as low birth weight, premature deliveries and lifelong physical and neurological conditions for children born to parents with STDs. (World Health Organization 2009)

2.2.4) Impact on family and society

Pregnant adolescents are often pressured by their parents to get married and quit school because of the shame and anxiety brought on the parents (Suwansuntorn and Laeheem 2012) [20]. Adolescent couples are not physically or mentally ready to cope with problems in their daily lives as parents and child rearing. They usually lack maturity, experience, and financial security. They earn low incomes because of low education levels, which lead to financial

problems. The probability of a teen mother suffering stress and violence increases when her parents refuse to help or if the father of the child neglects her emotionally and financially. If the young mother moves in with her partner's family where her in-laws blame her for the pregnancy, the psychological impact on the girl is likely to be even more destructive. If her partner is of similar age, he is probably still a student with insufficient income to cover living expenses, which will cause financial problems in the family as the couple becomes a burden to both sets of parents (Somkid Somsri, Bunnarat Kengkasikij et al. 2011).

- Lack of parental skills leading to social problems

Many single adolescent mothers struggle with poverty, because raising a child is expensive and her earning capacity is limited because of her education level. In many cases, these mothers turn to social welfare for support. Young mothers also may lack parenting skills, which will impact their child's mental, emotional and social development. Sometimes, mothers may neglect their children or abandon them outright. A neglected child is less likely to complete their education, and may experience social barriers and stigma as a result of their family situation.

2.2.5) Impact on the economy

As of yet, there is no study in Thailand discussing the economic impact of adolescent pregnancy. The adolescent pregnancy rate in Thailand is the second highest in ASEAN, after Laos, Indonesia, the Philippines and Cambodia. The current high number of adolescent pregnancies in Thailand will likely affect its economic competitiveness, particularly as the country also faces a falling birth rate and an ageing population [19].

According to the World Bank report (A 2013 UNFPA State of World Population report on adolescent pregnancy cites), girls given bargaining power to delay pregnancy see increases in their social bargaining power, opportunities for higher education, economic bargaining power, and improves their access to higher income jobs. Thus, investing resources to empower girls is beneficial to the economy. Conversely, the costs of not investing in girls' empowerment are high.

The "lifetime opportunity cost" related to adolescent pregnancy can lead to a serious negative economic impact. The opportunity cost is a measure of "what could have been" if only the additional investment had been made in girls. For example, if a girl can postpone her pregnancy until she is ready, she will be able to spend more time in education and thereby enhance her future opportunities, productivity and income, which will in turn benefit the country and increase national income [19].

The World Bank study adds that the analysis underestimates the true cost of not investing in girls. The costs computed are only economic, and do not include the social costs. It also emphasizes that the study looks only at lost productivity in the labor market and so does not estimate costs incurred to women's health, the possible implications for the child's future productivity (studies show that children of adolescent mothers gain lower grades at school), and the financial burden to others of unwed adolescent mothers. The true costs – lower health status of the children of adolescents, lower life expectancy, lack of skills among pregnant dropouts, lack of social empowerment, and so forth – would increase the cost estimates many times over (Cunningham et al. 2008).

As the number of pregnant adolescents rises, the economic cost will take a greater toll on communities and the country. The costs include treating teens for complications caused by unsafe terminations, as well as other health

conditions related to adolescent pregnancy or childbirth such as low birth weight and delayed or disrupted child development. The economic effects of adolescent pregnancy can be divided into two major categories (Hoffman 2006). The first category encompasses the effects on the pregnant adolescents and fathers, such as the opportunity cost from the lower amount of taxes the adolescent parents would be able contribute through their entire lives, and the cost of social welfare provided to them by the government. The second category encompasses effects on the children born to adolescent mothers, i.e. the costs of health treatment, social services and special education, and the cost of dealing with potential social problems when they grow up, such as law enforcement. The opportunity cost resulting from the lower amount of taxes paid is based on significant evidence that the adolescent pregnancy leads to fewer educational opportunities, career choices and lower income for parents. A lower education level for the mother or father means less educational opportunities for the child as well (Denise and Pol 1982).

2.3) Causes of teenage pregnancy

There are a variety of factors that lead to teenage pregnancy which include lack of education, practical sexual knowledge, access to contraception, peer pressure, parental influence, the effect of using alcohol and drug on sexual behavior, and economic factors.

2.3.1) Lack of Education and practical sexual knowledge

Education is considered the most important factor decreasing the rate of teenage pregnancy. The study of Haque and Soonthorndhada in 2009 showed

the relationship between education level and the use of contraceptives. The teenagers with higher levels of education have higher rates of contraceptive usage than those with lower education levels. Teenage girls who are not in school are more likely to get pregnant than those who are still currently in school. Therefore, encouraging teenage girls to finish their compulsory education could be one way to decrease teenage pregnancy. Unfortunately, more and more students are dropping out of Thai schools every year. It also shows that the provinces with the largest number of students dropping out such as Prachuap Khiri Khan, Rayong and Samut Sakhon also had the highest rate of teenage pregnancy compared to the provinces with higher retention rates [21].

The lack of knowledge about sex and contraception is an additional part of the rising number of teenage pregnancies. Teenagers who are uneducated about sex have a higher chance of unintended pregnancy than those who are educated. Even though most Thai teenagers receive sex education, many still lack correct knowledge and understanding of sexual intercourse due to limited sex education lessons and the lack of positive communication about sex [22]. The limitations are mainly due to the culture. Some teachers and parents who play an essential role in providing sex education have conservative attitudes and choose not to speak about sex, preferring to limit themselves to biological aspects instead [23]; hence, the knowledge that the teenagers have received is not practical in real life. Adults only tell the teenagers to not to have sex at young age and do not educate them on it or try to understand their children's perspective. Practical knowledge such as how to use contraception is rarely taught because some adults fear that it will encourage more young people to engage in sexual activity.

2.3.2) Contraception in Thai society

a.) Wrong attitudes and belief about contraception

Incorrect information also contributes to the problem, leading to wrong attitudes and beliefs. Many teenagers held the mistaken belief that using 'birth control' methods such as ejaculation outside the vagina, safe period calculation or having sex "just one time" was unlike to result in an unintended pregnancy therefore decided not to use sexual protection. [24]. There is also a group of teenagers who choose not to use contraception because they feel that it is uncomfortable and reduces their sexual pleasure. Moreover, some teenagers decided to use contraception but used it improperly [25]. This may result in contraceptive failure and unwanted pregnancy. Teenagers can also receive inaccurate knowledge about sex related topics from their friends or the media.

According to the survey by Thai Health Promotion Foundation in 2011, a lot of teenagers prefer to use emergency contraceptive pills rather than condoms. They also expressed low levels of concern about their risk of being infected with STDs from unprotected sex. They do not take the "emergency" label of emergency contraceptives seriously, and use them as a primary form of birth control despite the potential health risks [26]. Another factor that causes unintended pregnancy is that the teenagers forgot to take oral or injected contraceptive and they do not think that they would end up having sex [24].

b.) Gender role

Males still have a dominant role in many area of Thai society, and they have power over many decisions. Men pressure their female partners to have sex, making it harder for them to avoid sexual activity or utilize contraception. A study by Khon Kaen University reveals that while boys do not like to use condoms, girls on the other hand are afraid to ask their partners for fear of separation or breaking up [27].

c.) Social stigma

In Thailand, getting birth control pills, condoms and other contraceptive devices is not difficult, because they are available and sold in many stores, unlike a Catholic country like the Philippines. However, for Thai teenagers, buying such items means getting a bad reputation and facing social stigma [28] which prevents them from having safe sex. According to the study by United Population Fund (UNFPA), young people are being judge and made to feel defensive when they buy contraceptives, despite this being responsible behavior that should be commended. . Most of them reported receiving ugly looks from the seller and that the seller was unhelpful and reluctant to sell to them. [29]. This made it hard for teenagers to get contraceptives because they were made to feel uncomfortable and intimidated.

2.3.3) Peer pressure and teenagers' trend in Thai society

Peer pressure, environment, society and culture are also the factors that lead teenagers to have sex [30]. Since peers play an important role in the life of teenagers, peer pressure is an enormous factor in any decision. Therefore, peer pressure can influence teens in positive and negative ways. Examples of negative pressures include the pressure to become involved in alcohol, drinking, drugs, and sexual activity. If a teenager girl does not tend to follow their group of friends, she may not be able to get along with them. Hence, peer pressure is a very tough issue for teenagers to deal with when it comes to sexual activities. They might decide to have sex if their friends think it is cool.

There is additional pressure around cultural events like Valentine's Day, when teens believe that it is the day that they should express love and have sex with their partner [31]. Loy Krathong festival has the highest number of teenagers involved in sexual activity [32]. The findings above indicate that

sexual activity has depressively become trendy actions for the teenagers in the cultural days.

2.3.4) Parental influence

Parental influence is another factor that influences the likelihood of a teenager experiencing an unplanned pregnancy [33]. Teenage behavior can be generally predicted by looking at the type of family in which they grew up, because environment has an enormous impact on behavior. A teenager who has grown up in a loving family and has a good relationship with each family member is less likely to get pregnant than those who do not grow in such family. While the general family dynamic is important, parents have an especially critical role to play in their child's sexual practices [34]. If there is a lack of closeness between parents and their children such as shared activities, parental presence in the home, and demonstration of caring, support, and concern, teenagers may feel more supported by their friends, and will turn to them for information and advice about sexual decision making, which can lead to misinformation and unintended pregnancy. Even if the relationship with the parent is close, if the parents choose to give no guidance about sexual behavior, teens may choose to engage is risky sexual behavior because they simply do not know better or do not fully comprehend the consequences of their choices. By depriving young people of avenues to engage in meaningful, useful, comfortable discussions about sex, society is forcing them to make crucial decisions in total isolation, with dire outcomes On the other extreme, the overly strict and authoritarian monitoring of parents can also lead to a greater risk of teenage pregnancy, as these teenagers tend to become stressed from having such families and tend to become disobedient and ignorant.. Additionally, teenagers who have grown up in sexually, physically and emotionally abusive families are

more likely to become sexually active at a younger age, and not use contraceptives [35].

2.3.4) Alcohol and drug use

Teenagers who use alcohol and drugs have a higher chance of having sex than their sober friends. Since many sexual activities usually begin with teenage drinking, some groups of teenagers do not intend to get involved in sexual activity but engage in risky behaviors after alcohol has lowered their inhibitions and impaired their judgement. The altered consciousness after drinking alcohol may result in unprotected sex and teens are more likely to take risks that they would not if they were sober. More than half of the teens in high school report drinking alcohol, a factor that is positively associated with being sexually active. [36]. In addition, teenagers have begun to spend free time attending organized parties in entertainment clubs. These entertainment clubs often are venues for illegal drug use. Legally, teenagers should not have access to these clubs, but using another's ID to get into club is a common practice among teenagers. As a consequence, getting into these entertainment venues before legal age is easy for teenagers.

2.3.6) Media [37]

News media and other modern information technology have a strong influence on teenagers. Thai youths consume information more than 8 hours per day - approximately 3.1 hours from internet and 5.7 hours from television and only 59 minutes from reading. Time spent on Internet is six times greater than reading time. It is also found that for 40 most popular websites that are very easily accessible, 52.5% of them have inappropriate information related to sex,

and 17.5% contain obscene or sexually violent content. As for radio programs, only 1% of the programs are safe for young kids. Only 5% of the television programs in Thailand are for education.

A survey undertook by the Media Monitor Project group showed that 88% of the family prime time (16:00 – 22:00) contained soap operas containing inappropriate language, aggressive behaviors, and inappropriate sexual conduct leading to wrong sexual behaviors in teenagers as the result.

2.3.7) First experience of sexual intercourse [38]

Even though Thai people have been taught to abstain from sex before marriage, in the present day most Thais begin having sexual intercourse in their teens. There was a survey conducted by National Reproductive Health in 2009 showed that more than 40 percent of Thai citizen age 15-24 years old had already had sex. The widespread engaging in sexual activity at a young age without correct and consistent use of contraceptives results in dangerous unplanned pregnancies.

2.4) Preventions and solutions for teenage pregnancy

It is hard to prohibit teenagers from having sex. Therefore, a better way to prevent unintended pregnancy is to provide them with full knowledge of preventions and solutions, which includes discussion of contraceptives, sexual education course, family planning services, community-based parent support program, and prevention of sexual harassment.

2.4.1) Sufficient and effective sexual education courses

Society has been changing rapidly, and attitudes of people in different generation diverge. Currently, many Thai politicians and government officials realize that it is impossible to totally stop teenagers from having sex [39]. According to Culture Minister Vira Rojpojchanarat [23], what society should do is to educate them about relationships, reproductive health and safe sex. Not only do Thai adolescents need to be taught about sexual relationships, but also adults, especially those in charge of the country's education and public health policies. Adults must be trained to abandon conservative, sex-shy attitudes first before they can prepare an up-to-date sex education curriculum and teach it effectively. The teaching method still should include both conservative and non-conservative ways. Considering Thai culture, adolescents are still too young to engage sexual activity; hence it is better to delay their first sexual intercourse. However, at the same time, there is no need for parents or policy makers to shame teenagers who have sex. Adolescents should be given freedom to think, do what they want to do, and make their own informed decision with the support from adults at the back who understand the nature of adolescents and kindly give them advice to move forward in the right direction.

One of teachers who altered here conservative views and teaches her students differently from others is a good example that change is possible. "Kru Nakorn" has taught sex education for more than 30 years in Suankularb wittayalai school. Kru Nakorn focuses on emotional aspects and understanding teenagers' nature. She teaches her students using teenage slang [40], using a straight forward message to remind the student to think about the consequences before having sex. Moreover, rated "R" movies were used to explain the real situation to the students. There is also a practical test for students to use sexual contraceptives correctly. Above all, the main purpose of teaching sex education

is not to prevent sexual intercourse but to ensure the correct knowledge and understanding that true love does not only come from sex [41]. Kru Nakorn was praised for being an excellent teacher of the year on the teachers' day 2015.

2.4.2) Contraceptives

Another non-conservative way to prevent the adolescent pregnancy is to promote the proper knowledge and awareness of the contraceptive utilization. Contraception is one of the best solutions to prevent unintended pregnancy from sexual intercourse. There are many kinds of contraceptives, such as condom, birth-control pills, birth control patch, and contraceptive injections. People can choose their own contraceptive type that suits their life style. The most common contraception methods are condom and birth-control pill [38]. Condom is commonly used due to easy access and usage. With the proper use, condoms can prevent both unintended pregnancy and sexually transmitted diseases. The contraceptive pill is also a commonly used contraceptive. With one pill taken daily at the same time, it can effectively prevent pregnancy, but many people forget to take it or use it in incorrect ways, which may lead to unintended pregnancy in teenagers and young adults. The important thing is to use contraceptives in the correct way to ensure pregnancy prevention. The proper usage of contraceptives are widely provided in many channels such as social networks, brochures, health magazines and also on the labels in the contraceptive's package.

As mentioned in the last section, although contraceptives can be easily accessed in Thailand, Thai teenagers feel shame buying them due to the social stigma [28]. Furthermore, teenage girls in some area cannot access to contraceptives due to the expensive price. Hence, it is also very important to

make contraceptives easily accessible and affordable by everyone who needs them.

2.4.3) Family planning services

Family planning services have been established to support people of all ages, including men, in order to decrease the unintended birth rates across Thailand, but especially targeting pregnancy in adolescence. The scope of the services is expanding and becoming more available, improving the overall health outcomes for infants, children, women, and families, although teenagers have still proved a difficult group to access.

2.4.4) Community-based parent support programs

There is now a large and compelling body of evidence indicating that community-based parental support programs operated in a family-centered manner increases parents' sense of parenting confidence and competence [42]. Community-based programs work to enable families to build on their own strengths and capacities to promote the healthy development of children. While these programs come in different forms, they have a common goal of increasing the level of family functioning and reducing the involvement of child protective services and juvenile justice systems. Programs are embedded in their communities and contribute to the community-building process. The programs were funded by the Division of Social Services to operate in communities that have high rates of child protective service reports and/or foster care placements. A fundamental characteristic of community-based programs is that staff and families work together in relationships based on equality and respect. Programs make every effort to affirm and strengthen families' cultural and racial identities

and their ability to function in a multicultural society. Programs work with families to mobilize formal and informal resources to support family development, and advocate with families for services and systems that are fair, responsive, and accountable to the families served. Community-based programs model a strengths-based approach in all program activities, including planning, governance, and administration. Community-based parent support programs are based on the belief that when parents receive parenting support as well as other supports and resources, they are more likely to feel confident about themselves and their parenting abilities, and in turn interact with their children in responsive and supportive ways, enhancing the development of their children.

2.4.5) Prevention strategies in other countries

These countries are very different from Thailand in terms of economic, religious, and social make-up but that these strategies may still apply and be adapted to Thailand.

2.4.5.1) Finland

Finland has an extremely low birth rate. It has used the strategies of promoting comprehensive sexuality education program in schools [46]. This gives more knowledge about how unprotected sex can affect the teenagers, which includes the sexually transmitted diseases. One of the strategies Finland has used is without parental permission; teenagers can get free medical care, free condoms, and prescriptions for low-cost oral contraceptives and general advice at youth clinics. Also, boys have been educated for their responsibility in preventing pregnancy and to respect girls decision to not to have sexual activity. Furthermore Finland provides sexual related policies, including long-term services and interventions, which had form to meet local needs of young teenagers, especially high-risk groups, timely intervention such as a negative

pregnancy test from a clinic, and work in partnership with the community that aims at preventing teenage pregnancy with other services [47]. Thus, this prevents high rate of teenage pregnancy in Finland.

2.4.5.2) Norway

Norway also has a low rate of teenage pregnancy compared to other European countries. Norway has developed strategies to prevent teenage pregnancy and solutions for young mothers who become pregnant. Norway has emphasized sex education in both the community and school. Beyond education, Norway also provides youth development program for teenagers to participate in, which will help guide them through potentially difficult situations. Another way that Norway prevents teenage pregnancy is by promoting common contraception method like the daily contraception pill, injections, and male and female condoms. For the teenagers who are already pregnant, Norway has put in place a system of community support so that these parents can experience parenthood in a way that benefits themselves and their children.   Primarily, the teenage parents are provided with a suitable job so they can finance themselves and their child. Secondly, the teenage parents also receive counselling on parenting skills. Lastly, the government had developed initiatives to take charge on teenage pregnancy to be able to have the sufficient number of supporters [48]

2.4.5.3) Sweden

Sweden has a law that prohibits sexual intercourse before the age of 15. The purpose of this law is to protect teenagers from sexual abuse. High percentages of teenagers are coerced into having intercourse, which can lead to pregnancy. According to the Swedish public research, more than 50% of Swedish teenagers have used contraceptive methods before they turn 16 years old. Approximately 75% of them reported using contraceptives for their first

intercourse and about 70% used contraceptives during their most recent intercourse. In addition to establishing important protective laws, the Swedish government has also prioritized education in schools about sexual and reproductive health, established a network of youth clinics and subsidized contraceptives for teenagers (Santow et al. 1999). The Youth Clinics (YC) are one of the ultimate methods to prevent teenage pregnant. They were established in 1970 and piloted in a medium-sized town in the middle of Sweden. The YC offer various types of counseling and health services for free, understanding and recognizing the needs of the teenagers. Today there are approximately 200YCs in Sweden, providing services including midwives, nurses, social workers and physicians, linking several professional groups with the teenagers.

In Sweden, where the service is generally free, a large network of youth clinics is staffed primarily by nurse-midwives to provide family planning services. Teenagers may access similar care in maternity clinics. Sweden provides a high level of training for staffs in family planning services, including during medical school. The staff is expected to have knowledge about youth, birth control and sexually transmitted diseases. On top of that, they should be able to give advice to the patients about prenatal care and be able to identify and treat maternal depression. The clinics are located near schools, where the clinic employees visit to instruct the staff and students. Field trips are arranged by schools to visit the clinics as well. Moreover, students can obtain condoms from schools. General practitioners are also available to give advice and provide contraceptives at a low cost to all ages.

2.4.6) Government campaign in Thailand

There was a campaign called "Just A Meal For Valentine's Day" aiming to encourage teenage to share a meal together instead of having sex [23]. The

campaign educated teenagers about relationships, reproductive health, and safe sex. Also the "Women to Women" show on TV Channel 3 had organized a campaign to provide knowledge about sex and prevention of adolescent pregnancy through activities in 12 different schools [22].

2.4.7) Government responses to adolescent pregnancy in Thailand

Adolescent pregnancy is a dominant social issue in Thailand, with effects that spill over into every sector of society. Therefore, many ministries are taking responsibility to help address this problem.

The Ministry of Public Health came up with several strategies to coordinate with other agencies to help solve the adolescent pregnancy problem such as the municipal-level policy in 2012 called "Stepping toward Reproductive Health Municipal". Moreover, new regulations were set up for public health providers to be friendlier toward teenagers and encourage the use of contraceptives.

The Education Ministry also came up with many strategies to develop sex education in schools. Many activities and campaigns were established to address this problem by creating awareness, giving advice and providing sexual education, such as the "UP TO ME" media campaign in 2011, which educated teens about how to face risky sexual situations.

The Ministry of Social Development and Human Security also addressed adolescent pregnancy by creating teenage pregnancy prevention programs and tracking the effectiveness of information provided to teenagers. One successful campaign was called "No No… No Sex No Drugs No Violence", which is a campaign that aims to solve adolescent pregnancy, sexual harassment and drug use in teenagers.

2.4.8) Empowering girls to prevent early pregnancy [49]

Another solution for teenage pregnancy is enabling teenagers to make informed choices about pregnancy by eliminating the norm in their mind about gender inequalities. Through this solution, the teenage girls are empowered to change the attitude about themselves that they have the right to make the decisions about critical events in their life such like pregnancy or becoming a mother. Those empowered girls who are not ready for pregnancy will perceive the need for contraception and feel that they are 'allowed' to use it. At the same time when the contraceptives are in needed, they should be easily accessible and affordable by the girls. There are five key dimensions of empowerment to increase the use of contraception among adolescents and reduce their fertility.

1. Sociocultural: To empower girls to make their own reproductive decisions, there is a need for fundamental sociocultural shifts; including tackling the gender stereotypes that drive child marriage, dowry and domestic violence.
2. Educational: Girls need an opportunity to be educated to become independent, economically productive members of society. So that the society sees the girls and women can be a lot more than just reproductive capacities.
3. Interpersonal: Girls need to have strong interpersonal skills in order to communicate with their partners and speak out their decision for their own future.
4. Legal: Girls need to be protected by law and aware as well as understand their legal right.
5. Practical: All adolescents, not just girls, need to gain practical reproductive health knowledge which could be from school-based sex education. It is also very crucial to provide full access to family planning

information and affordable contraception in the community to
adolescents.

2.4.9) Create awareness and involvement among men

Most of parents in Thailand tend to be accepting of premarital sexual
activity from sons, but it is not acceptable behavior for a daughter [50]. There is
more peer pressure on boys to be sexually active, and male Thai sexuality
emphasizes the importance of performance and conquest. Ultimately, this
translates to teenage girls being caught between the pressure from their parents
to remain "pure" and pressures from their partner to "prove love".   Therefore, it
is also important to create awareness among adolescent boys to avoid violence
and sexual harassment in the future. Boys should be educated in sexual
education properly to create positive attitudes in sexual issues and prevent them
from participating or facilitating unsafe sexual activity and improper use of
contraceptives. Males should be educated to understand family planning and
birth control so they feel a share in the responsibility to avoid pregnancy.

2.5 Social perception of adolescent pregnancy

2.5.1 Teacher's perception

Interviews reveal teachers' perceptions of adolescent pregnancy. Some
teachers have seen their students fall pregnant and view sexual activity among
students as wrong and inappropriate. According to the United Nations
Population Fund Thailand Country Office and the Office of the National
Economic and Social Development Board (UNFPA), "teachers' attitudes about

the issue are more punitive than supportive"[51]. Not many teachers and school administers accept their role in perpetuating the problem by not giving teenagers the right information and skills on how to prevent pregnancy. Despite the legal mandate that sex education must be included in school curriculums, many schools do not provide any sort of programming, and most of what is available is of poor quality.

The protocol for handling a pregnancy varies among schools. Some are willing to allow the mother to complete her studies, while other schools will suspend the mother or ask her to move to another school. Even though some teachers see teenage pregnancy as a negative thing, they do not refuse to help their students because they feel it is important for the mother to complete her education so that she can support herself and her child. Teachers from one secondary school attested that when their students become pregnant, they try to encourage the other students to support and admire the mother for continuing her studies, rather than isolating and rejecting her. [51] The teachers use these situations as an opportunity to encourage their students to focus on their studies rather than on their relationships and to demonstrate the toll an unplanned pregnancy can take on the students' future.

Some teachers integrated sex education in their own subjects, such as biology, physical education, career guidance or health education because they recognized the significance of sex education. One secondary school in Bangkok states that they provide sex education that talks about sexual behavior, teenager's self-control, unintended pregnancy and other modern concerns, as well as lessons about sex from a traditional Thai view [52].

Some teachers even expressed that having sex before marriage is acceptable. Many teachers realized that prohibiting children from having sex at young age is not a practical solution. Therefore, teaching students about family

planning and how to use condoms could be the better way to solve the issue. There is no debate that teenage pregnancy is extremely damaging and traumatizing for the mother, but many school administrators disagreed on the best solution. Additionally, some schools organize campaigns and activities related to sexual issues and family planning, such as senior-junior mentoring activities, making short movie clips, and holding events that include stations for sharing sexual experiences and seeking support. However, other schools are against open displays about love and sexuality in school.

A number of teachers expressed a desire to have private chats with the students they perceived as at risk. It can be difficult to identify students who are at risk because some of the more sexually experienced students are familiar with prevention techniques, while the more naïve students will not understand their risks and how to protect themselves.

Teachers from both ordinary and vocational school claimed that some pregnant teens live with older relatives other than their parents [53]. Close, constant parenting is considered vital to child development in Thai culture, and school administrators theorized that some girls may have engaged in risky behavior because older relatives cannot provide appropriate guidance because of the generation gap, or the parents may work long hours and leave teens unsupervised in the evenings. Some parents are unaware that their daughters are even in relationships. Teachers also suspected that most of the teenagers get pregnant because they trust their partners who said that they would not get pregnant even without protection. Simple sex education programs would have revealed this logical fallacy.

2.5.2 Teenagers' perception

Sex in teenage years is widely acceptable in some students' opinion. Some also claim that it is natural despite acknowledging the risks associated with unprotected sex such as pregnancy and sexually transmitted infections. Boys think it is a physical aspect of romantic love and normal behavior for a couple when they are in a relationship (Siriporn Jirawatkul, Kritaya Sawaengcharoen et al 2013) [54]. In the girls' view, it is an emotional aspect of a relationship that could create a tighter emotional bond with their male partners (Tangmunkongvorakul, Camichael et al 2011) [55]. Many studies suggest that some girls want to get pregnant because they think the baby could secure the relationship with their partner (Siriporn Jirawatkul, Kritaya Sawaengcharoen et al 2013) [56].

The results from a number of studies show that most of Thai teenagers view adolescent pregnancy as inappropriate because the girls are not ready to take care of their children, it destroys the girls' future, and it is shameful and unacceptable in Thai society. The study from Muangpin, Tiansawad et al. 2010 shows that most teenagers believe that premarital pregnancy will take away their self-esteem and teenage life by making them feel worthless, and will keep them from normal teenage activities because of their parental responsibilities [57]. Some students claim that teenagers have sex because they are curious and want to try new things.

Even though some studies indicate that abortion is thought to be acceptable by 60% of respondent teenagers (Fengxue, Isaranurug et al. 2003), justifying it by saying that it is preferable to mothers who are not prepared for parenthood having children. Other teenagers did not approve of abortion as an option because it destroys morality in society and it is a sin [58]. The interviews also reveal that teenage pregnancy can also happen in teenagers at the top of

their class who are considered to be the best students. The respondent who reported this up said she was so shocked when she heard the news of her classmate who had chosen to end her pregnancy using abortion, and described this action as 'evil'. Som, one of the pregnant adolescents said that "being a teenage mother is better than being a teenager who opted for an abortion" [59]. Most of the pregnant adolescents think that it is not possible to stop teenagers from having sex at young age; therefore teaching them to have sex responsibly is the best solution to avoid unwanted pregnancy.

2.5.3 Parents' perceptions

Studies performed in Thailand show that parents realize that teenage pregnancy is a major problem in Thai society and they would strongly disapprove of their daughters becoming pregnant or their sons impregnating someone. Some parents of pregnant daughters described feeling deeply ashamed (Nicaise, Tonguthai et al. 2000; Janhan 2008) [60]. Parents have anxiety that messages from the media about sexuality will negatively influence teenagers. They do not have time to closely supervise their children, and are unable to force their children to abstain from sex. For this reason, they instead encourage their children to be careful and to protect themselves against pregnancy and sexually transmitted diseases, especially HIV/AIDS (Rhucharoenpornpanich, Chamratrithirong et al. 2012) [61]. Moreover, they also say that parents may themselves be part of the problem, and parents should instead give advice and support to their children at every opportunity.

Parents also tend to hold different views about abortion. Some oppose it and see it as a sin and a danger to the mother's health. Others think abortion may be a better solution for girls who do not have the ability to raise a child and it could prevent a child being born into an unhealthy environment in which the

child would be unwanted and suffer. They view forcing a child into a life like this as a greater sin than abortion.

2.5.4 Media perception

Media has a great impact on society. There are many kinds of media that are easily accessible. A survey conducted in Nakorn Pathom province found that more high school students receive information about pregnancy and abortion from media rather than their parents.

Thai media often presents teenage pregnancy negatively. The girls are often portrayed as bad or damaged if they fall pregnant, and even more negatively if they chose an abortion. The media fails to address any of the root causes of teenage pregnancy, and assigns blame (usually to the girls' family for failing to raise her properly) rather than examining solutions. This creates even more pressure on teenage mothers, who are now bearing the stress of pregnancy as well as the pressure of exposing their family to criticism. Some examples of negative headlines that criticize adolescent behavior are: "Heartless girl with a bad life has had 2 abortions", "Baby left in taxi by mean teen mum" [62].

Aside from print media, there is one specific television show called "Hormones" that many Thai people watch, although it is targeted specifically at teenagers. The reason for its popularity is that it reflects the real lives of Thai teenagers very well, particularly in regard to sex in high school and teenage pregnancy. Some discussions about the series still concentrated on portrayal behavior of teenagers and places the blame on them, rather than examining the root cause of their behaviors such as the failure of parents, teachers, and health providers to empower the young to make responsible decisions. On the other hand, UNFPA sees the series as a reflection of changing attitudes among Thai adolescents about virginity and premarital sex. Premarital sex is thought to be

acceptable and normal in modern society for most of teenage characters in the series, a view that mirrors the opinion of their teenage audience. Sprite, one of the female characters, is an excellent example of engaging in safe sex. One of the characters comments about her "If you want Sprite, use a bag", referencing the fact that even though Sprite has sex with multiple partners, she always insists on using a condom.

In the new generation, social media is one of the most popular modes of communication. Young people spend hours on the Internet and using their smart phones. Social media platforms like Pantip.com and Facebook post various stories about sexual issues. Since all the information and comments are from common users with their own opinion and advice about how to engage in safe sex, it provides less accurate and precise information on sexually related issues. Other than social networks, there are more evidences that social medias contribute wrong information about sexual issues.

2.6 Business strategy

After being able to learn about the components of teenage pregnancy, a business strategy that would reduce adolescent pregnancy problems could be developed specifically to solve this pregnancy issue. Therefore, PSI has came up with a new concept called 'PowerGirls', which utilize the business model of direct selling, and aim to target teenage girls, there will be a need to further study about PowerGirls and how to market products to teenagers as well as the business model of other successful pyramid and direct selling companies as case studies.

2.6.1 PowerGirls

Research has shown that teenage girls feel uncomfortable and ashamed to seek contraceptives from pharmacies and healthcare professionals, and that sex education is extremely limited [63,64]. Therefore, Population Services International (PSI) in Thailand, a non-profit organization, has come up with a concept called 'PowerGirls', which aims to reduce the problem of teenage pregnancy by empowering teenage girls.

2.6.1.1 Social enterprise

According to PSI, a non-profit organization, PowerGirls will be a concept that addresses teenage pregnancy as a "social enterprise". This term is quite broad, and definitions vary slightly. One meaning is stated by the Social Enterprise Council of Canada as "Social enterprises are businesses owned by nonprofit organizations, that are directly involved in the production and/or selling of goods and services for the blended purpose of generating income and achieving social, cultural, and/or environmental aims. Social enterprises are one more tool for non-profits to use to meet their mission to contribute to healthy communities [66]." Another meaning is stated by the Social Enterprise, UK, as "A social enterprise is a business that trades for a social and/or environmental purpose. It will have a clear sense of its 'social mission': which means it will know what difference it is trying to make, who it aims to help, and how it plans to do it. It will bring in most or all of its income through selling goods or services. And it will also have clear rules about what it does with its profits, reinvesting these to further the 'social mission [67]."

2.6.1.2 PowerGirls Concept

PowerGirls is a sustainable business model for social enterprise to address teenage pregnancy in Middle Income Country (MIC) such as Thailand. According to PSI, the reason behind developing PowerGirls is that MICs no longer have traditional donor support from the US, as they were once considered as the Low Income Countries (LICs), but have moved up in classification. However, despite the increase in economic status, health issues persist. PowerGirls club is also planned to be scalable through a social franchising approach just like Amway and Tupperware, but the club will measure its profits in terms of social good, as well as monetary profits.

The concept of PowerGirls will attract its initial funding by reaching out to corporate social responsibility (CSR) partners who want to be associated with addressing teenage pregnancy by helping PSI in designing PowerGirls party activities related to teenagers' interests. PSI has planned to attract teenage girls age 17-19 year old to become PowerGirls organizers who will arrange the activities, doing direct selling and persuading other girls to come and join the parties. During the party, teenage girls can have a chance to participate in discussions about puberty, pregnancy and their future dreams as well as receive referrals to doctors who have been sensitivity trained, or speak to a nurse who will be available at the event. The teenage girls will also obtain a free trial beauty package at the end of the party as a memorable gift.

PowerGirls' tagline is "Empowerment through parties". Hence, PowerGirls concept will address teenage pregnancy through a party and event planning approach designed to economically and emotionally empower girls to make informed decisions about their futures and reproductive health decisions through discussions and activities that build self-esteem and foster a sense of social support.

PowerGirls club is set up for the purpose of reducing teenage pregnancy in Thailand by attracting teenage girls to join the club using a variety of techniques. The club will arrange interesting activities and have several useful products for girls, tailored to the teenage girls' interests. PowerGirls will be associated with a network of pharmacies and health care professionals that have been trained to be sensitive to the need of adolescent girls. Thus, the club would be able to provide referrals to these safe locations to seek medical advice and serve as a reliable, confidential source of accurate and relevant information about family planning. PSI realizes that family planning and sexual issues are extremely sensitive subjects to discuss. Therefore, the PowerGirls concept is designed to mix these topics together with other activities that the girls would want to participate in order to de- stigmatize the subjects and create an environment that will encourage teenage girls to have fun and feel comfortable, safe, supported and free of judgment, so they are welcome to discuss about family planning, sexual and reproductive health, or any other areas in which they feel they lack support.

The PowerGirls concept will ensure sustainability by having teenage girl organizers sell products directly to other teenage girls in order to create new revenue streams, as well as attract other girls to join the club. The organizers will not only earn money from direct selling, but also gain entrepreneurial skills to provide their peers with knowledge, confidence, skills and opportunities to protect themselves from the unintended pregnancy.

2.6.2 Marketing to teenagers

PowerGirls concept's target customers are teenage girls aged 13-19 year old. There is a need to understand their behavior and what they prefer in order to increase sales and make the organization as sustainable and effective as

possible. There are many marketing strategies that can be used to attract teenage girls to buy the products of PowerGirls club. Moreover, before being able to sell the products in the most effective ways, it is necessary to study strategies that can gain teenager's attention to buy the goods and merchandises of PowerGirls, and peak their interest in participating.

2.6.2.1 Strategies to gain teenagers' attention

Marketing strategies used for selling products to adults might not work as well for teenagers. Therefore, different strategies must be identified and used to grab teenagers' attention and attract them to spend both time and money in the PowerGirls club.

According to research, most of the Generation Z teenager's spending is on clothes, shoes, jewelry, sporting, equipment, entertainment, health and beauty aids, and food. These teenagers measure and perceive things based on their "coolness" and social capital [68]. This means that creating image awareness is a very important marketing strategy to sell products to teenagers. Teenagers prefer receiving email to paper catalog and they enjoy receiving email only if the topic or heading is eye catching [69]. They also prefer to be informed about their purchasing options and left to make their own choices, rather than being convinced to buy a certain product [69].

The products that would attract them must have the properties of value, trendiness, safety and coolness [70]. Value in this case refers to a promise that the product will satisfy the user's need, thus, if any product can provide value, the customers will keep coming back to the organization and serve as loyal customers. There are two types of value perceived by teenagers. Intrinsic value is a value from emotion that one has over an object and feel satisfied after

consuming them. Extrinsic value is a value from the function a product gives, customer satisfaction comes from the usage of a particular product usefulness and can satisfied the needs of the user. Thus, if any product can provide both intrinsic and extrinsic values, the customer will be sure to come back to the PowerGirls club. The design of products is also another great factor to attract teenagers to buy. From teenagers' perspective, the products' design must be good, easy to use and does not have age specific on them [71]. Avoiding age specific means that the products' designs must not favor any age ranges but neutral to all users' ages [71]. Teenagers have a limited income and spending power, so the price of products must be affordable to them and must demonstrate a good value for their investment.

Peers also have a great impact on purchasing decisions of other teenagers. Teenage girls in particular tend to seek out products that they know their peers use. Many teenagers are considered "social media watchers", meaning they are very likely to access social media sources everyday [70]. Facebook, the largest social media platform, can be used to attract teenagers to connect and engage with PowerGirls, and establish the organization as a source of entertainment [72]. On the Facebook page, PowerGirls can share videos, pictures, status updates, contests, requests for feedback, surveys and respond to questions and concerns of the customers. Feedback directly from the teens will provide PowerGirls with information about the customer's preferences, needs, and wants. These can lead to new ideas for the organization to develop further [73] The organization must make advertising engaging and interesting in order to hold the teenagers attention. Content should be simple and clear, and provide ways for the girls to learn more if they are interested [73]. Continuously updating Facebook page with new, "cool" material to sustain interactions with the users is an important part of engaging with teenagers over social media [73].

Human instinct is drawn to exploration and seeking new things. Thus, anything that is new and attractive will gain the attention of teenagers. Teenagers always have their favorite singers in their hearts; thus, the team has learnt from the literature review that one strategy, which could create image awareness, are to provide tickets to the popular concerts as well as sponsored in the concert [74]. Another strategy gained from background research to create image awareness is to establish PowerGirls in websites where most teenagers usually visit and enjoy [74]. Thus, this will allow the PowerGirls logo to be easily seen by the teenagers. Research has shown that, in order to avoid the waste of time and money on the changing preferences and attitudes of teenagers, making a solid message for a concept with several different angles of perspective in what it is trying to advertise could be used [75]. This is to ensure that the products are more flexible to all teenagers and the online sources are still being aware by many teenagers and keep visiting the online sources of the concept as the teenagers' interests are still within these sources [75].

According to research, developing a positioning statement that has an ability to show content visual as well as engaging to show what an inside look the club is like would be able to attract many people attentions [75]. As teenagers are always access to multi-screen and mobile sources, advertisement on these media would be able to easily catch the attention of teenagers [76]. Word of mouth is very influential among teenagers and it can automatically market the products of the company by spreading these words around [74]. From research, developing a long-run image is crucial to make any organization more trustful and believable to teenagers so that they can always keep coming back whenever they want to [74].

2.6.3 Successful Pyramid and Direct Selling Business Model in Thailand

PowerGirls is a concept that utilizes a pyramid structure and direct selling business model as one of the sources to earn revenue by having older teenage girls act as party organizers and sales representatives. However, since the concept is going to be first tested in Thailand, PSI should be aware of the perception of this business model in Thai society. A study has shown that, generally, Thai people do not like the direct sales model [77]. Thai people reported feeling pressured to purchase from a direct sales model, and then were unsatisfied with how long their product delivery was delayed, leading them to suspect that they are being exploited [77]. However, there are several companies utilizing pyramid and direct selling business models have been successful in Thailand. Today, for example, Amway and Giffarine have enjoyed great success in the Thai market and can serve as examples for the PowerGirls model.

2.6.3.1 Amway

Amway is one of the most successful companies in Thailand utilizing the business model of pyramid and direct selling. The company offers low startup costs and provides rewards to the organizers who sell the products and attract other people to serve as sales organizers, whom they sponsor to register with the company [78]. The organizers are able to earn income from retail profits, monthly performance bonuses, monthly and annual leadership bonuses, and other cash and business incentives based on their individual and group performance [78]. The company provides world-class business resources, such as customer support, business management, order management, and training and motivation support to the organizers [78]. There are two options for the training session: in-person or online. Both of them start from product-specific training, then move to business education, self-improvement training, and mentoring

programs to gradually produce professional organizers [78].

2.6.3.2 Giffarine

Giffarine is also another good example to study for PowerGirls. The customers of Giffarine can register for a startup cost of 180 baht and become members of the company [79]. This is a lifetime membership and they will get a 25% discount on any products they purchase in the company [79]. The members can share their feelings and experiences about the products of Giffarine with others, creating an expanding consumer network [79]. Giffarine members are able to generate a steady and sustainable income when the customers in their consumer network purchase the products continuously [79]. Giffarine offers high-quality products with affordable prices and has a clear and fair compensation plan for all members [79]. The company uses 360-degree marketing activities, which includes an extensive marketing plan, to reduce costs and make the working process easier for business partners, generate consumer awareness and provide faster and more effective services [79]. The members receive approximately 45% of the total sales from marketing margin, and also have time and financial freedom to manage themselves to become successful in growing their consumer network [79].

In conclusion, this chapter is all about the components of teenage pregnancy and business strategies that could be useful for developing PowerGirls concept further. Therefore, after learning about this general information from literature review, the next chapter will be about the methodology that the team has collected the data, obtained in Bangkok, for PSI to further develop PowerGirls concept.

Chapter 3: Methodology

The goal of this project was to conduct marketing research for a PowerGirls social enterprise to address teenage pregnancy in Bangkok. Our team conducted the research in various locations in Bangkok to find suitable marketing channels, products and activities for this social enterprise, and to reveal the teenage girls' and parents' opinion towards the PowerGirls business model concept in order to determine the potential of the concept to be used in Bangkok and inform any changes that will be made as project development continues.

To accomplish the goal, we completed three objectives:

Objective 1: To determine demographic and psychographic data of teenage girls in Bangkok.

Objective2: To determine the teenage girls' interests to recommend PSI the products and activities for PowerGirls club.

Objective 3: To test PowerGirls concept to get feedback for improvement of the club

Target group: The target group for this research is all kinds of teenage girls age 13-16 and 17-19 year old. Teenage pregnancy tends to affect girls from low income families disproportionately [80]. However, it is a risk for all adolescent girls, irrespective of their socioeconomic class. The "good girls" who care greatly about their reputations or would never consider seeking information about reproductive health are at a greater risk to get pregnant because they never educated themselves about their risk. If they are persuaded or pressured to have sex, they may lack the skills to negotiate sex and contraceptive use in a way that is comfortable and safe for them. On the other hand, the "bad girls" usually

avoid pregnancy because they have had experience and have learned to protect themselves [81]. According to UNFPA 2013, it is impossible to determine exactly what types of risks bring about pregnancy because there are so many factors. Hence, those who are not considered "at risk" can end up falling pregnant [82]. Different groups of teenagers have different risk behavior and risk-reducing skills; hence, their reproductive health risks are also different [80]. Therefore, it is better to focus on teenage girls broadly when addressing the importance of safe sex. PowerGirls aims to sell the products to all kinds of teenage girls in order to gain profits and ensure sustainability. Those low-income teenage girls can attend the free activities in the PowerGirls club, while those medium to high income teenagers can enjoy buying products from PowerGirls club. Each club will be tailored to the girls who frequent it so that all attendees feel comfortable. The attendees will be divided into two groups because of the degree of maturation that takes place during adolescence. There will be some activities tailored for younger girls, and some will appeal to the more mature teens. However, girls must be at least 17 to serve as PowerGirls party organizers.

3.1) To determine demographic and psychographic data of teenage girls in Bangkok

In order to achieve this objective, semi-structured interview were conducted to gather demographic and psychographic data on teenage girls ages 13-16 and 17-19 years old in Bangkok (see discussion guide in appendix A). The data gathered from this objective will be used to identify marketing channels and ensure that the club is accessible to the girls. This objective gives us details about the teenage girls that are not apparent from any of the broader studies. By

learning more about their daily routines, habits, and activities, PowerGirls can identify the traits that will make this club more likely to succeed. For example, information about the girls' general daily schedule will help dictate the times during which the club can meet. This approach is called "human/user centered design", meaning that it is designed specifically to fit with the human users, in this case by studying and considering teenage girls' behavior [83]. New, important topics or angles may be explored from this initial groundwork, which can used to make informed recommendations to PSI to direct future studies. Hence, this research is called exploratory research [84]. The next step will include analyzing the findings and exploring topics raised by the sample. This is called descriptive research [84].

The philosophy for achieving this objective is "interpretivism" which postulates that human behavior does not abide by rigid laws. We take the view that since human beings think and reflect, an approach using the scientific method is inappropriate for this particular study. Unlike objects in nature, human beings tend to change their behavior if they realize that they are being observed [85]. Therefore, in order to understand social actions, we have to delve into motivations and significance, which have a significant impact on human social behavior. Interpretivism is a suitable philosophy for this research because it involves small samples, in-depth investigations, and qualitative data [85].

Interpretive approaches rely heavily on naturalistic methods such as interviewing, observation and analysis of existing texts [85].
These methods ensure adequate dialogue between the researchers and the interviewees so that they can work collaboratively to construct an accurate summation of motivations, actions and overall experiences [85]. Hence, in this project, semi-structured interviews were utilized to gather the demographics and psychographics data of Thai teenage girls.

Demographics are the quantifiable characteristics or basic information of each person in a given population [87]. *Demographic* data explains "who" people are, and discrete attributes about them such as gender, age, ethnicity, location,etc [88].

Psychographics helps marketers understand and influence the motivations for the things that people do. This area of research focuses on personality, values, opinions, attitudes, interests, and lifestyles [88]. Certain specific topics of demographics and psychographics data are listed in the table 3.1.

Demographics	Psychographics
Age	Hobbies and interests
Current location	Daily life, school life, and lifestyle
Hometown	Personality
Economic status	Value
Family and education background	Habit
Parents' occupation background	Thought
Current relationship	Other life aspects including happiness, unhappiness, worries or concern, insecurity, ambitious, inspiration, dream and career goal

Table 3.1: Demographics and psychographics topics for semi-structured interview

In this objective, the candidates were selected using convenience sampling, meaning an invitation was extended to teenage girls who were free and available for the interview, which took around 15 minutes to complete.

Persuading teenage girls to complete the survey was a potential barrier as most Thai teenage girls have the tendency to be shy or afraid of unknown

people. Therefore, several strategies were applied to reduce this barrier. During the survey days, the team wore our Chulalongkorn University uniform. This was to ensure that the interview was performed professionally and looked reliable. Introductions about ourselves, who we were, where we came from, why we were seeking interviews prior the interview was required to gain trust from the candidate. Moreover, during the survey, asking questions in a polite and respectful manner was crucial to gain informative and honest data. Lastly, providing an incentive such as candies and key chains after finishing the survey showed our appreciation for their participation.

Semi-structured interviews were preferred because direct communication can be provided verbally and allowed us to exchange information and insights with the participants. There were both close-ended and open-ended questions in this interview. This type of interview has some structure to follow in order to gain answers for the specific topics and ensure a baseline of continuity among all responses. However, the interview also had some flexibility where the interviewers can ask the interviewee the questions that are not in the list to gain in-depth information, and establish more details that may not have been offered in the answer to the more direct question [89]. Probing, or asking follow-up questions when a response was not fully understood or answers were vague and ambiguous, was also encouraged in the interview [90]. This ensured that the answers were completed and relevant as possible given the time constraints. The target sample size of this objective was set to be 60 teenage girls, minimum, so that the girls could be stratified according to our identified criteria (family income level and age).

Because of the time limitations when conducting the study, interviews were conducted at specific locations that were known to be popular locations to spend free time for teenage girls. Shopping malls are popular social venues in Bangkok because of the variety of activities available in the malls, and because

they allow an air-conditioned escape from hot Thai weather. To ensure a wide variety of respondents, several different malls were selected as interview sites because each mall attracted girls of different backgrounds.

District	Location	Types of stores/restaurants	Expected family income level
1.)Pathumwan	- Siam Paragon	- high ends/interternational brands ex. Gucci, Chanel, Hermès, Chloé , Burberry , Zara, Louis Vuitton , Marc Jacobs, Prada, Coach	- middle-high
	- Central World	- local brands to high ends/interternational brands ex. B2S, Louis Vuitton, Powerbuy, Uniqlo, H&M	- middle-high
	- Siam Square	- local shop and restaurant	-low-high
	- Platinum Mall	- local shop and restaurant	-low-high
	- Samyan	- local shop and restaurant	-low-high
2.) Sathorn	- Senafest	- middle-high class franchise restaurant and market ex. KFC, Starbucks, Wine connection, Villa market	-middle-high
	- Charoennakorn	-local shops and restaurant	-low-middle
3.) Watthana	- Major Ekkamai	- local shops and franchise restaurants	- low-middle
4.) Suanluang	- Seacon square	-local shops to interternational brands ex. Season IT Market, Klongtom Seacon, Season Trendy Mall, Tops Supermarket, Thai Food Market, Makro Office	- low-high

		Center, Uniqlo	
	- Suan rod fai	- local shops and food carts	- low-middle
5.) Bangna	- Central Bangna	- local brands and international brands ex. B2S, I.T. City, Muji, Tops Supermarket, Uniqlo, H&M	- middle-high
6.) Bang khae	- The Mall Bangkhae	- local and international brand, franchise restaurant ex. Playboy, Giordano,AIIZ, Starbucks, KFC	- low-high
	- The circle	- local and middle-high class franchise restaurant ex. Scoozi, Swensen, Miss Mamon, Wine connection, Starbucks, MK, Ootoya	- middle-high
7.) Lat Phroa	- Major Ratchayothin	- local shops and franchise restaurant ex. Chester grill, KFC	- low-middle
	- Central praramklao	- local and international brands ex. B2S, Uniqlo, Office depot, PowerBuy, Tops Market, Robinson Department store	-middle-high
8.) Khannayao	- Fashion Island	- local and international brands ex. Home pro, SportWorlds, Major Cineplex, Big C market, Robinson department store ,Giordano, Lee, H&M	- low-high
	-Amorini	- franchise restaurant ex. McDonald, Fuji, MK	-low-high

Table 3.2 Survey locations [91]
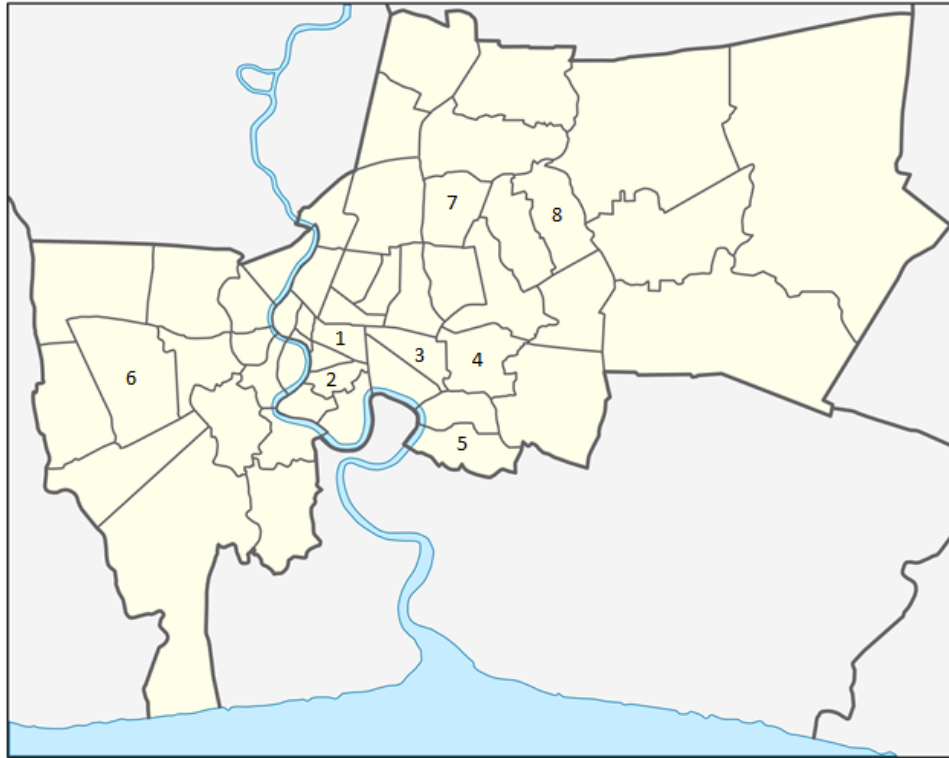
Figure 3.1: Map with indicated survey locations [92]

After all the required data was collected, the gathered data was analyzed using both qualitative and quantitative analysis. The team categorized the data based on two factors: teenage girls' family income level and their age, to then compare differences among the categories.

3.2) To determine teenage girls' interests to recommend PSI the products and activities for PowerGirls club

In this objective, the teenage girls' interests, particularly their preferences relating to products and activities, were the focus of the questions. The products sold in PowerGirls will not be only contraception but also other teenage-friendly products that encourage the social enterprise to be financially

sustainable. The enjoyable activities will be used to attract the teenage girls to join the party, and messaging about empowerment and family planning will be integrated into these activities in a way that will make the subject feel approachable and comfortable.

In order to determine teenage girls' interests, the team conducted a survey. We selected structured questionnaires in this objective so that the questionnaire was convenient and could be filled out quickly by respondents, yielding a large amount of data to analyze (see questionnaires form in appendix B). The questionnaire was concise and sensible so that the candidates were not bored to ensure that responses were sincere and the data was reliable. . The form of questionnaire was mostly delivered as a Likert scale to let the teenage girls rate the level of interests in each product and activities that could be offered by PowerGirls.

The sampling method of this work was to pick teenage girls randomly from different locations as indicated in objective 1. The different locations usually had people from various economic backgrounds.

This objective was fulfilled using quantitative research, and a larger sample size yields more statistically accurate results. However, considering the time limit for this project, the questionnaire was completed performed by only 140 people could be achieved. This sample size may not be large enough to represent the target group in Bangkok, but the data can be used as a support and guide for the further investigation.

Like objective 1, the information will be stratified by age and economic status for analysis.

3.3) To test PowerGirls concept to get feedback for improvement of the club

The purpose of PowerGirls is to address teenage pregnancy through social enterprise with a business model similar to Amway, Tupperware, and Avon. The main idea of the PowerGirls concept is to empower girls through parties and events. These events will be related to teenager's interest but will also provide knowledge to make informed decisions about their future and reproductive health decisions. Reproductive health impacts girls of all ages, and guidance will be provided on everything from a discussion on puberty, to pregnancy (and avoidance thereof) and their future dreams.

According to PSI, the PowerGirls concept is a new concept that has never been used and still can be modified to better suit teenage girls in Thai culture. Therefore, the purpose of this concept testing is to qualitatively explore teenage girls' and parents' opinions about the concept, and gain new ideas that can be used to develop the concept further.

In this objective, we followed an inductive approach, starting with interviews to collect data to look for patterns or generalizations, and then developed the general finding conclusion for concept improvement.
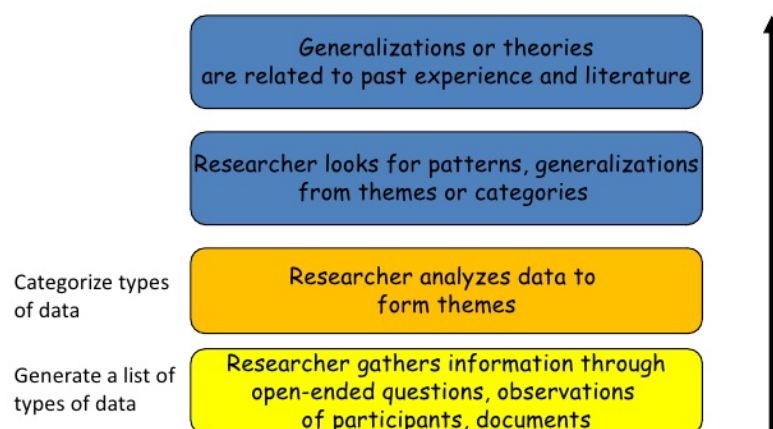
Figure 3.2: Theory of inductive qualitative research [93]

In order to carry out the test, both teenage girls and their parents were interviewed (see discussion guide in appendix C), following the interpretive approaches explained in objective 1. Again, we politeness and professionalism were paramount to gain trust and obtain useful information.

Before interviewing, the concept of PowerGirls was explained briefly. The explanation included:

1. The goal of the project
2. The name of organization that developed this idea
3. The logo of the organization (PSI) and the PowerGirls logo
4. The tentative products that would be available for sale and activities provided by the social enterprise
5. The discussion about puberty, pregnancy, and future as well as the advice and suggestion from well-trained medical professionals about family planning in the club.

After brief explanation, the teenage girls and their parents were asked to respond as to what they liked or disliked about the concept, and to identify any perceived barriers to joining the club. Like objective1, the interview was semi-structured to ensure continuity among responses. [90, 91].

The teenage girls interviewed in this objective were the same set that had been interviewed in objective 1. Parents interviewees were interviewed about their views of PowerGirls concept and they were selected by using mixed random and convenience sampling again from different locations (as indicated in methodology objective 1) to obtain respondents with different economic status, age, and from the different school (for teenage girls) who were willing to answer the questions. Also, the sample size was set to be the same as objective 1 which was around 60.

Again, after all the data has been collected, data was again divided by age and economic status of the respondents, and analyzed.

3.4) Data analysis

3.4.1) Quantitative analysis

Quantitative analysis is an examination of measurable and verifiable data. At first, objective 1 was designed to gather qualitative data using semi-structured interview, however, in the field work, we could only gather short answers from the respondents; therefore, the data in objective 1 was also analyzed quantitatively.

Most of the data gathered for objective 1 and 2 is considered categorical because can be categorized into distinct groups, such as weekday activities, weekend activities, concerns, types of products, types of activities and so on. However, the method of analysis for these two objectives is slightly different.

In objective 1, descriptive frequency was used to describe the categorical data. This analysis process included counting the number of observations in each category and expressing them as a percentage of the total sample size [94].

In objective 2, the data was described by its shopping avenue, which is a measure of the middle value for each variable such as the average level of interest in products and activities. The calculated location consequently allowed us to make a comparison between groups (among family income level groups or between age groups) [94].

Categorical data may be displayed using either a pie chart or a bar graph. However, in some instances, pie charts were avoided because they become difficult to interpret when the number of available categories is more than five [95].

3.4.2) Content analysis for qualitative study [96, 97]

Data gathered in objective 3 was analyzed qualitatively using content analysis. Content analysis is a technique used to obtain cohesive results from a large amount of qualitative data.

The first formal analytical step is documentation, which is the process of reconstructing the original comments, and feelings jotted down or text transcribing from the audiotapes recorded during an interview. These various contacts, interviews, written documents, and other records of the interaction must be saved and documented. The exact words used by the interviewee should be preserved to avoid speculation on the part of the researcher. Therefore, audio recordings are recommended rather than note taking during the interview.

The second step is to identify the relevant themes and ideas within the transcribed data and make a label on words, phrases, or sentences with "codes", then organize those codes into meaningful categories.

The third step is to find the repetitive patterns of the codes which represent the patterns of actions and commonalities that are described in the data.

The fourth analytical step is examining relationships between the demographics data and opinions of the interviewees.

The last step of quantitative analytical step is validating the gathered data. There are no set standards for evaluating the validity, or authenticity, of conclusions in a qualitative study, but the evidence and methods on which conclusions are based must be carefully considered nonetheless. Credible analysis should be a systematic and transparent process. It should avoid premature judgments from the perspective of the interviewer, and the influence of the interviewers' assumptions and interpretations should be minimized. A qualitative conclusion should also be assessed by our ability to provide a credible explanation for some aspect of social life. That explanation should capture group members' knowledge of the social processes that were observed, not just the verbal statements about these processes. Tacit knowledge—"the largely unarticulated, contextual understanding that is often manifested in nods, silences, humor, and naughty nuances"—is reflected in participants' actions as well as their words and in what they fail to state but none the less feel deeply and may even take for granted (Altheide & Johnson 1994:492–493). This is why the interviewer must be Thai because the interviewers will then have the tacit knowledge about Thai society that the interviewee may try to explain but fail to make it clear.

Chapter 4: Results & Analysis

4.1 Objective 1: To determine the demographic and psychographic data of teenage girls in Bangkok

In order to arrange activities and provide products that would interest teenage girls, the demographics and psychographics of teenage girls in Bangkok were obtained by using a survey. The data was then analyzed using a method called descriptive frequency analysis. The analyzed data will be used to determine the teenage girl's daily life, lifestyle, available time, interests in products and daily activities. This data can be used to support the marketing strategy for PowerGirls as Population Services International moves forward in developing the PowerGirls club social enterprise model.

4.1.1 What is the demographic data of teenage girl interviewees?

This question aims to determine the demographic data of teenage girls in Bangkok which was used with the interviewees in a short and simple way.

Definition:

Demographic data is about basic information of a person such like name, age, living location and income.
Psychographic data is about personality, opinion, attitude and life style.

The data was collected by interviewing teenage girls at several different locations around Bangkok. Then the interviewees were stratified by age according to the differences in maturity, life experience and knowledge. The younger group included girls between 13 and 16 years old. The older group was made up of respondents aged 17 to 19.

Another factor that is used to separate the interviewees into groups is economic status in order to see any differences between the groups, for instance, life style, interest, etc. The economic status is classified into four groups:

- Low income   (family income less than 20,000 baht per month)
- Low medium   (family income between 20,001-50,000 baht per month)
- High medium   (family income between 50,001-100,000 baht per month)
- High income   (family income higher than 100,000 baht per month)

Data was obtained from interviewing 72 teenage girls, gathered from popular public locations all over Bangkok. The interviews were conducted at Siam square, Siam Paragon, Central World, Seacon Square, Charoennakorn, Ekamai, Fashion Island and several other places. The data was not analyzed by the difference of teenage girls in different locations due to the small sample size. The age range of interviewees was 13-19 years old with the average age is 16 years old. Their monthly allowance ranged from 1,000-10,000 baht with an average monthly allowance of 3,507 baht. For the economic classification, 14 interviewees were classified as low income, 17 girls as low medium, 24 respondents as high-medium and 17 interviewees as high income (Figure 4.1.1).

Family income < 20,000 Baht/month
Family income 20,001 – 50,000 Baht/month
Family income 50,001 – 100,000 Baht/month
Family income > 100,000 Baht/month
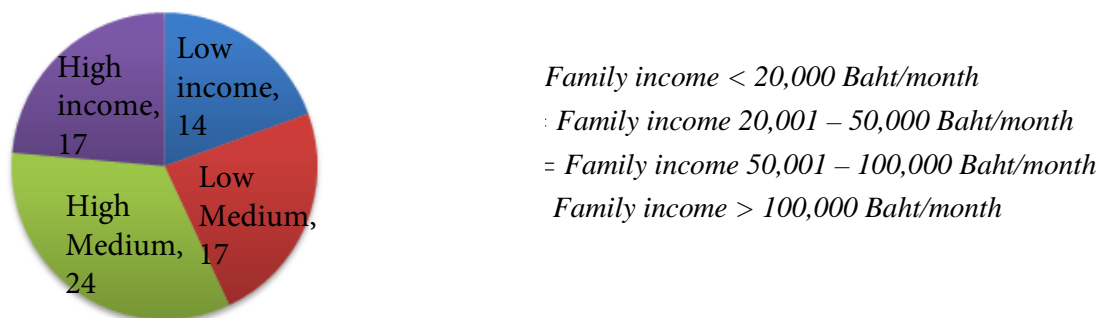
Figure 4.1.1: Interviewees economic status

The interviewees were also asked about their education levels. Education level was divided into 4 categories:

- Middle school
- High school
- Vocational school
- University

50 of interviewees currently study in high school which was the majority. The results are displayed in figure 4.1.2 below.
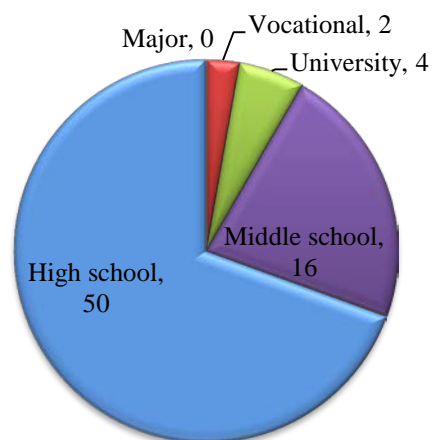
Figure 4.1.2: Interviewees education level

Finally, the types of school that interviewees attend were obtained. Those schools are separated into 6 categories:

- Vocational school
- International school
- Private school with both genders of students (co-education)
- Private all girl school
- Public school with both genders of students (co-education)
- Public girl school
- The results are shown in figure 4.1.3.

Type of school
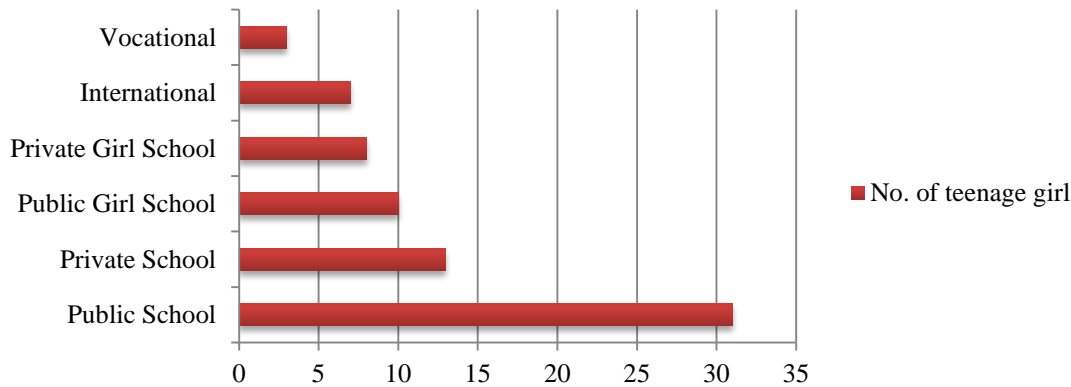
Figure 4.1.3: Type of interviewee's school

From the obtained data, 31 interviewees are from public school (co-ed), 13 interviewees are from private school, 10 interviewees are from public girls-only schools, 8 interviewees are from private girls-only school, 7 interviewees are from international schools and 3 of interviewees are from vocational schools.

4.1.2 What is the psychographic data of representative teenage girls?

The psychographic data of teenage girls in Bangkok was also recorded during the same interview.

In order to identify when the teenage girls have free time in their average day, their psychographic data, including their weekday and weekend activities needed to be better understood. The result from interviewing teenage girls around Bangkok indicates some differences in psychographic data between age groups and among different economic statuses. On weekdays, the average wake up time of teenage girl is at around 6.00 AM and their average school day starts at 8.00 AM and is dismissed at 3.30 PM.
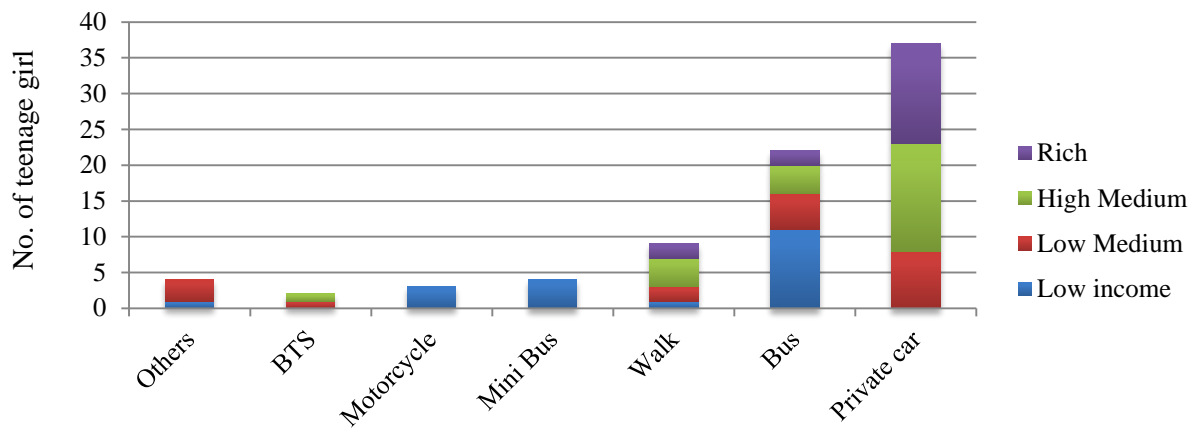
Figure 4.1.4: Teenage girl transportations way to school

Figure 4.1.4 displays the mode of transportation most teenage girls use to arrive at school. The two most common ways those teenage girls in Bangkok commute to school are via private car or bus, which indicated by 37 and 22 interviewees respectively. The most popular and comfortable way to commute to school is via private car. It is worth noting that all the low-income girls were excluded from this mode of transportation because it is very expensive to own a car in Bangkok. The second most indicated mode of transportation is via bus. Half of the girls (11 respondents) who indicated "bus" as their transportation came from the low-income economic class, while only 2 of the bus takers were classified as "high-income". This example is illustrative of how economic status can strongly dictate a teenage girl's daily experiences.
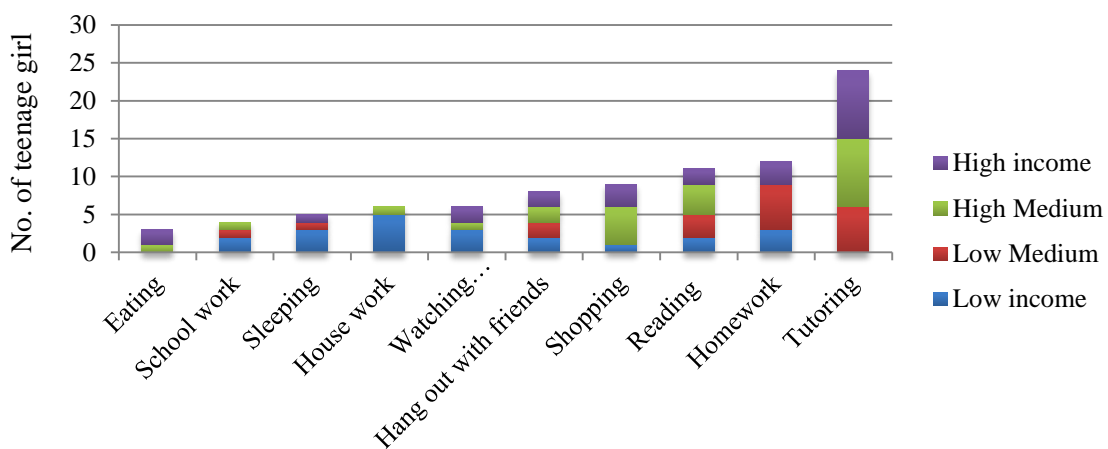
Figure 4.1.5: Weekday activities of teenage girls classified by economic status
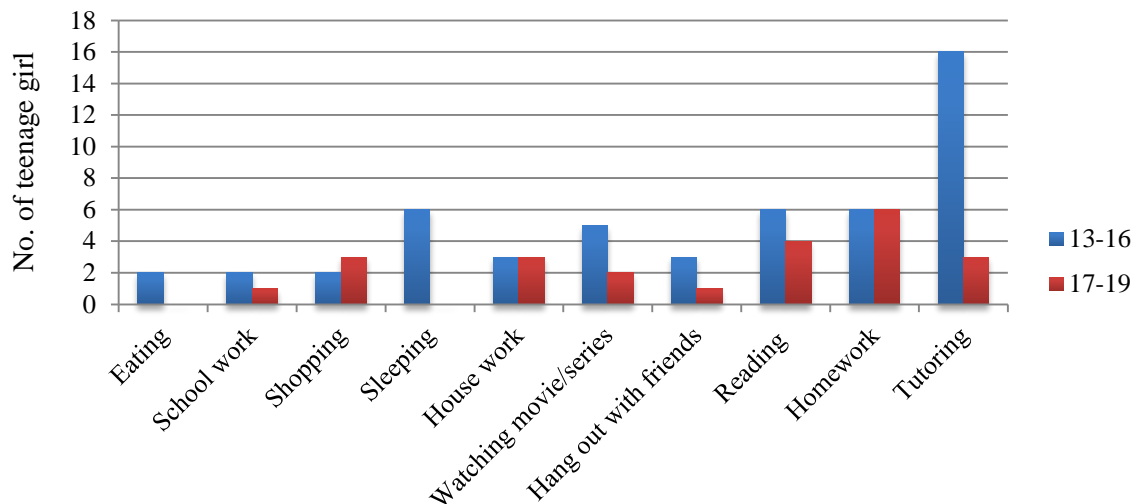
Figure 4.1.6: Weekday activities of teenage girls classified by age

Figure 4.1.5 and 4.1.6 display the weekday afterschool activities of the teenage girls by economic class (Figure 4.1.5) and age (Figure 4.1.6). Each interviewee was allowed to indicate up to three activities, so the total amount of activities is higher than the number of interviewees. The most popular activities are tutoring (having extra studying classes outside of school), doing homework and reading. Most Thai parents, especially in Bangkok, expect their children to receive high grades in school, which explains why the most popular activities are linked to education and academic achievement. Beyond educational activities, the next three most popular activities were shopping, hanging out with friends, and watching movies or TV series. These are the activities that teenage girls engage in to relax and enjoy themselves after class. Figure 4.1.5 shows an interesting link between daily activities and economic class. Despite tuition/tutoring being the most popular activity overall, not a single low-income girl indicated it as an activity. It is inferred that low-income girls are excluded from tuition/tutoring because of the high cost. Moreover, figure 4.1.6 displays another interesting trend regarding tuition/tutoring- girls from the younger age group are much more likely to seek tutoring outside of school than the older girls. This may be because of the pressure Thai students feel to be accepted to

an impressive university. The older girls are already university age, and therefore not subject to this pressure.
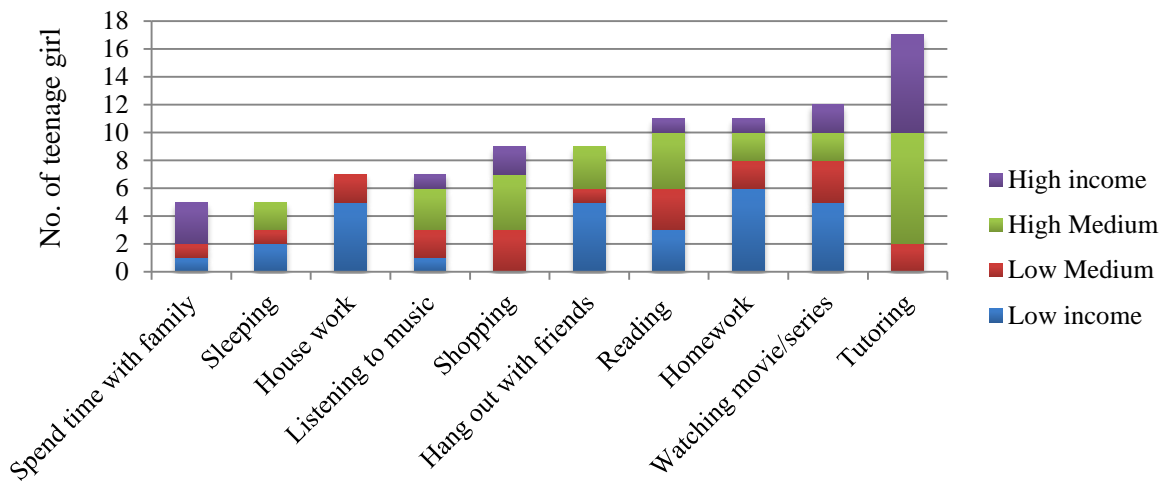
Figure 4.1.7: Weekend activities of teenage girls classified by economic status
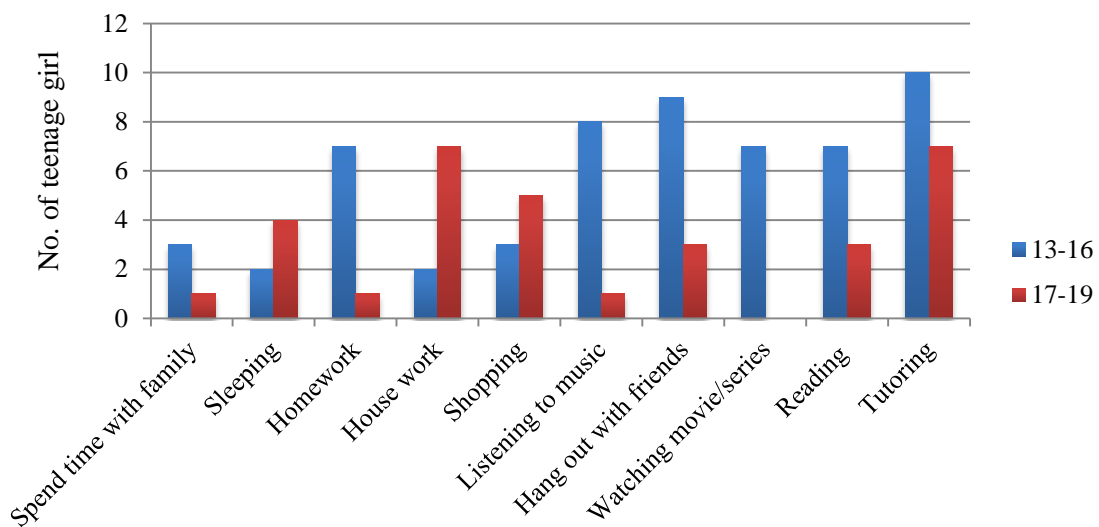
Figure 4.1.8: Weekend activities of teenage girls classified by age

Figure 4.1.7 and 4.1.8 displays the weekend activities of teenage girls in Bangkok. From the chart, the most popular activity during weekend is tutoring, which shows how teenage girls in Bangkok put an enormous effort into studying. Moreover, there is still no teenage girl from low-income family

indicating that she is enrolled in tutoring outside of school. After tuition, the most popular weekend activity was watching movies or a TV series, doing homework, reading, hanging out with friends, shopping and listening to music, chosen 12, 11, 11, 9, 9 and 7 girls, respectively. Figure 4.1.7 and figure 4.1.5 indicate that weekend activities do not differ much from weekday activities. Figure 4.1.8 shows that weekend activities are only slightly more focused on leisure than education. On weekends, girls woke up at 8:00 am on average.
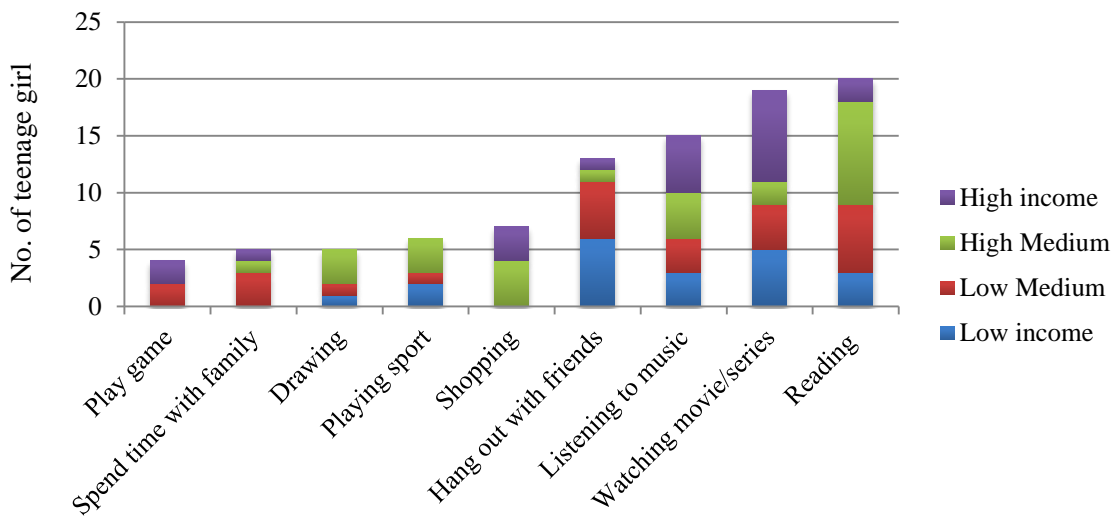
Figure 4.1.9: Teenage girl's favorite activities classified by economic status
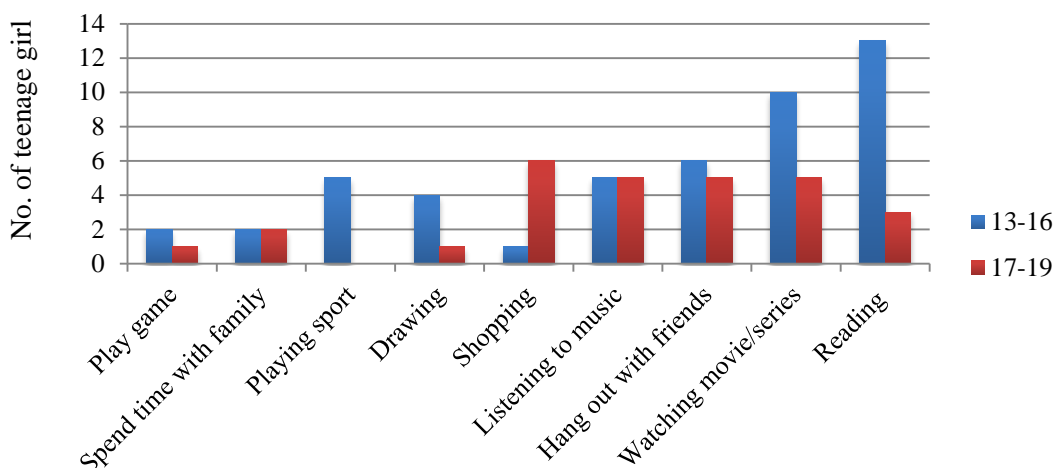
Figure 4.1.10: Teenage girl's favorite activities classified by age group

Besides weekday and weekend activities, in order to arrange activities that the girls actually want to participate in, we asked the girls what they enjoy doing, rather than how they spend most of their time. In figure 4.1.9, it is noted that no girls from the low or low-medium economic groups indicated shopping as a favorite activity likely because of their lack of a disposable income. Besides shopping, most girls enjoy the same activities regardless of their economic status. Figure 4.1.10 indicates some different life style between the different age groups. Teenage girls age between 13-16 tend to prefer activities that they can do at home such as reading, watching movie, or listening to music, while the older girls preferred shopping and hanging out with friends. The most popular preferred activity is reading, which includes all types of literature (comic, novel, magazine and etc.). Although their weekday and weekend activities contain a lot of educational activities, no one indicated that they enjoy or prefer these activities. The wide variety of interests of Thai teenage girls is demonstrated by the many unique activities, which are not included in the chart, such as crocheting, comic cosplay and collecting models.
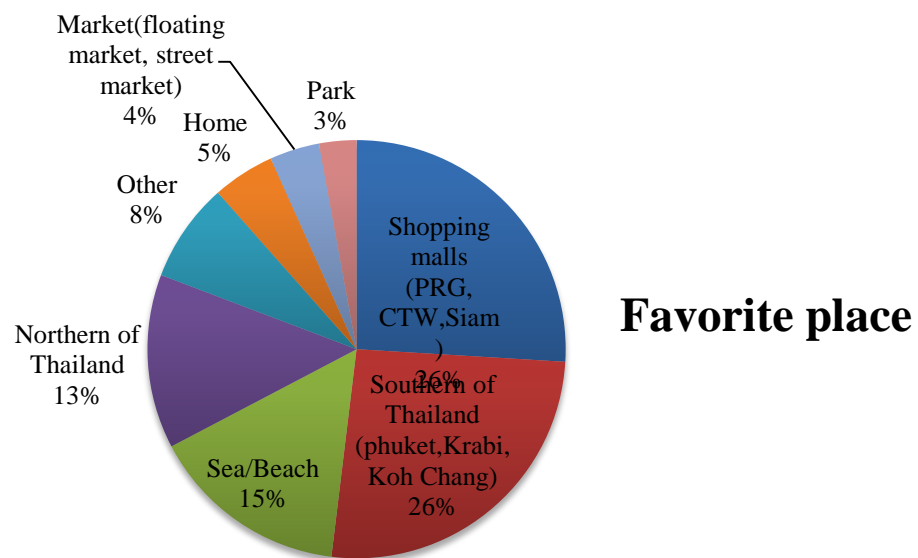
Figure 4.1.11: Teenage girl favorite places classified by economic status

In order to arrange the activities in PowerGirls club in the proper location, it is necessary to understand where Thai teenage girls like to spend time. Figure 4.1.11 indicates no significant difference in indicated favorite place between the different economic and age groups. The most commonly indicated favorite places of teenage girls were shopping malls and southern Thailand, including Krabi and Phuket. Other favorite places included by the sea/on a beach, and northern Thailand, specifically Chiang Mai.
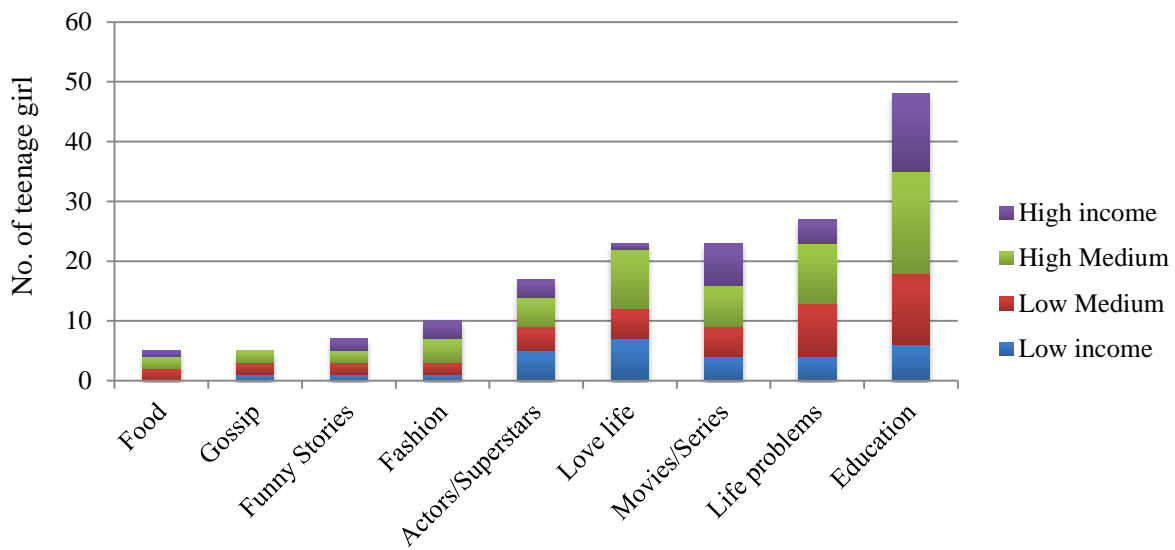
Figure 4.1.12: Teenage girl's favorite discussion topic by economic status
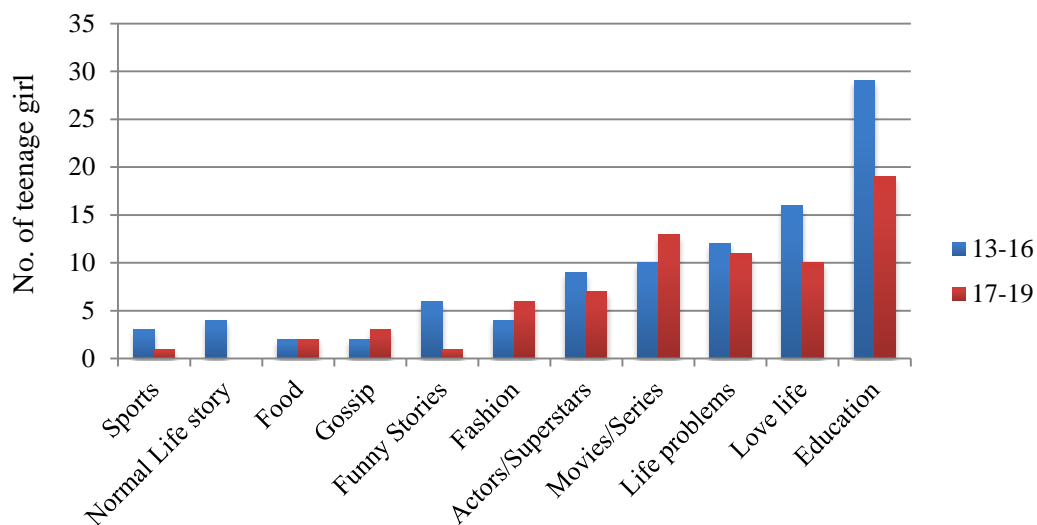
Figure 4.1.13: Teenage girl's favorite discussion topic by age group

According to figure 4.1.12 and 4.1.13, there is no significant difference regarding the girls' favorite discussion topic among the different age groups and economic statuses. In agreement with the most frequent daily activities, the most popular discussion topic among teenage girls is education, followed by a discussion of their love lives, any life problems they face, and then any other topics relating to daily life. Entertainment topics like movies, actors, fashion, or funny stories were shown to be less popular than more serious life topics.
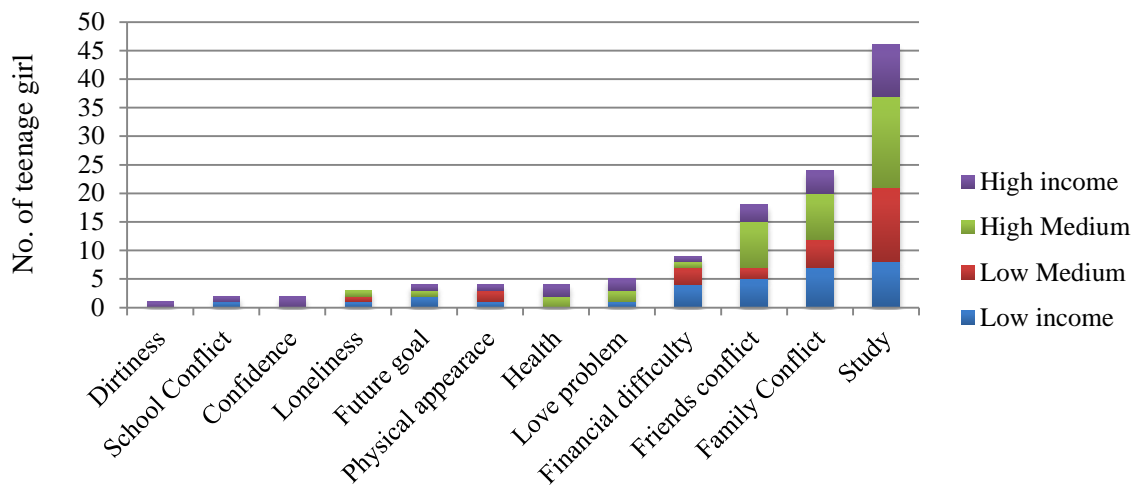
Figure 4.1.14: Teenage girl's concern or unhappy situation by economic status
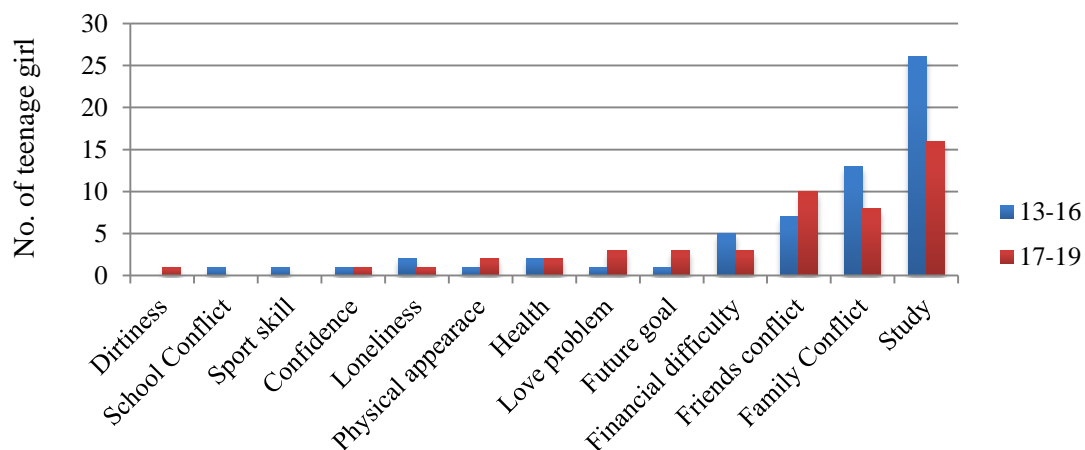
Figure 4.1.15: Teenage girl's concern or unhappy situation by age group

According to figure 4.1.14 and 4.1.15, teenage girls of all ages and economic classes tend to have similar concerns and unhappy situations. The

most commonly cited concern among teenage girls is their education (this concern was also reflected in their daily activities and discussion topics). The next most mentioned concern was relationship conflict, which could be between either family or friends. This data will help PSI: Thailand develop activities to support girls in areas where they feel vulnerable or unhappy.
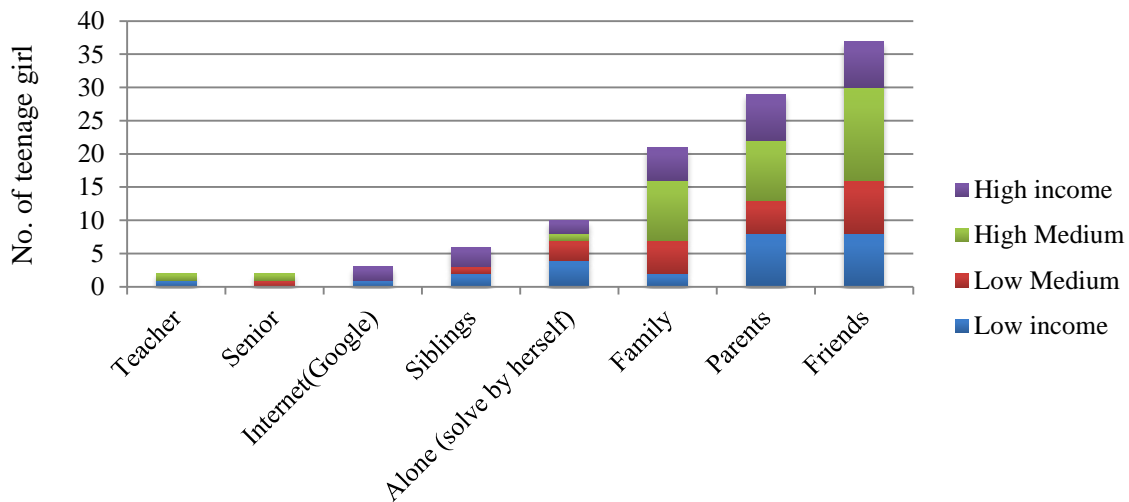
Figure 4.1.16: People, who teenage girl discuss the problem by economic status
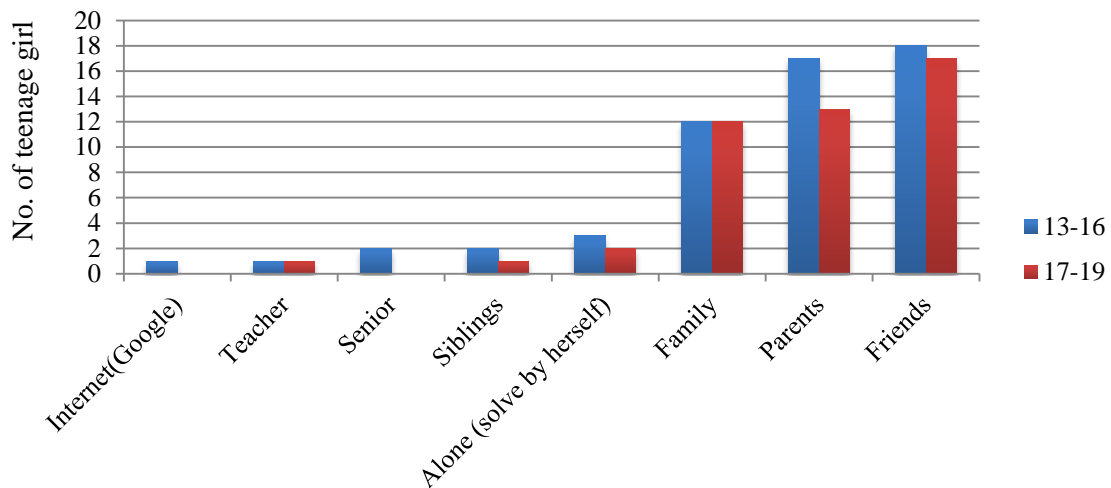
Figure 4.1.17: People, who teenage girl discuss the problem by age group

Figure 4.1.16 and 4.1.17 indicates that teenage girls tend to discuss their problems with similar people in their lives, regardless of age or economic status. Most of teenage girls discuss their problem with friends, parents and family.

"Family" was defined as all other relatives, excluding mother and father. Teenagers tend to discuss problems with their friends because they can speak openly and their friends tend to hold similar worldviews.

4.2 Objective 2: To determine teenage girls' interests to recommend PSI the products and activities for PowerGirls club

The "PowerGirls" organization tries to provide certain products and activities that are attractive to most of the teenage girls. The social enterprise sells the products to be financial sustainable, while activities will be used to attract the teenage girls to come join the club. These activities will also provide knowledge about sexual issues, and help empower teenage girls.

In objective 2, 140 teenage girls completed the questionnaires. Since the difference between the high-middle and low-middle income groups was previously found to be insignificant, for this objective they were combined into just one middle income group for ease of analysis. There were 22 younger girls (13-16 years old) and 6 older girls (17-19 years old) from low income family, 34 younger girls and 47 older girls from middle income family, and 15 younger girls and 16 older girls from high income family in Bangkok area to answer these following questions:

What are the popular products and brand among teenage girls?

What are the popular activities among teenage girls?

What are the most embarrassing products that teenage girl feel uncomfortable to buy?

What are the people who teenage girls feel more comfortable to buy the embarrassing products from?

4.2.1 Products and Brands of Products

This part of results and analysis for objective 2 answers the question *"What are the popular products and brands among teenage girls?"*

Products

The data obtained from questionnaires was analyzed to find the average level of interest of teenage girls in each product. The levels of interest were rated from 1 to 5 as least interesting to the most interesting feeling toward the specific product. Similar to objective 1, the analysis of data is performed by using two factors to categorize and compare. First, teenage girls were separated into two groups classified by age ranges of 13-16 years old (younger teens) and 17-19 years old (older teens). Secondly, teenage girls were classified into the group of economic levels based on monthly income of teens' parents: low income is earning less than 20,000 baht per month, 20,000-100,000 baht is medium income and more than 100,000 baht is high income.
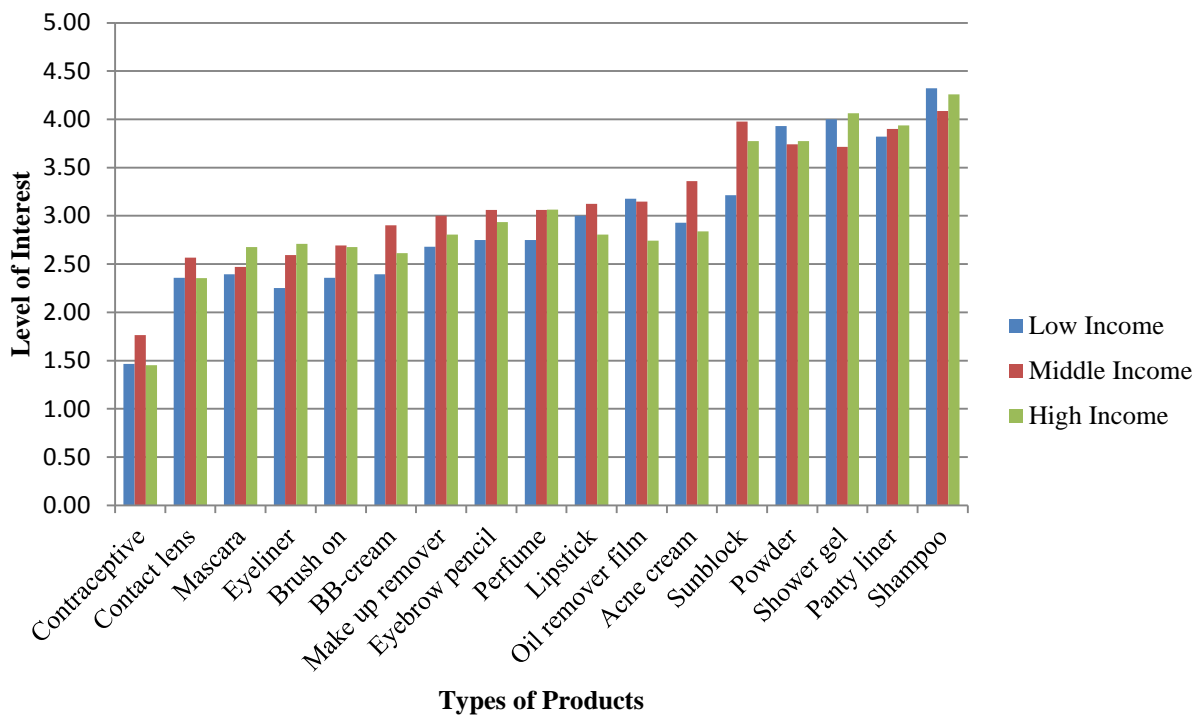
Figure 4.2.1: Level of Interest in Products of Teenage girls from Different Economic level

The chart in Figure 4.2.1 compares average level of interest in products among teenage girls from different income level family. From the chart, the average levels of interest in all products of teenage girls from different income level family are very similar. The greatest difference (difference = 0.76) occurs in the level of interest in sunblock between middle income (level of interest in sunblock = 3.98) and low income groups (level of interest in sunblock = 3.21). Teenage girls from all income level groups show the higher interest in most of the hygiene and skin care products (shampoo, shower gel, panty liners, powder, sunblock, and acne cream) than cosmetics products (lipstick, mascara, eyeliners, eyebrow pencil, and BB cream). Every group also has the same top five products which are shampoo, shower gel, panty liners, powder, and sunblock where shampoo is rated to be the 'most interested' product by all the groups. Among cosmetics products, lipstick, perfume, oil remover film, eyebrow pencil, and make up remover are rated higher than BB-cream, eye liner, brush-on and mascara. Apparently, contraceptives are the product that has the lowest level of interest for all family income levels. However, the teenage girls could have been embarrassed to tell that they were interested in contraceptives.
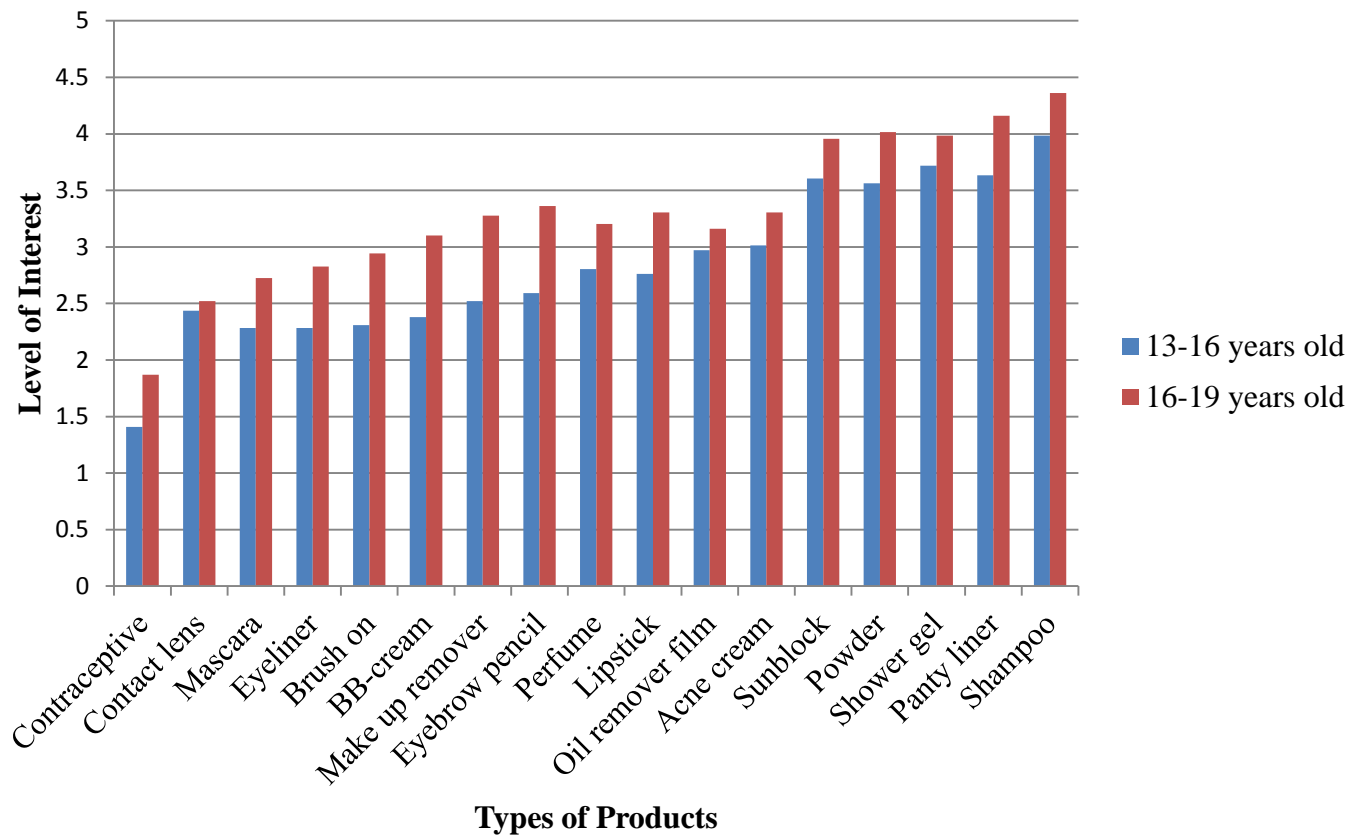
Figure 4.2.2: Level of Interest in Products of Teenage girls age 13-16 and 17-19 years

The chart shown in Figure 4.2.2 compares the level of interest of teenage girls in different age groups. From the chart, the levels of interest in all products of the older girls appear to be higher than those of the younger girls. Again, teenage girls from both age groups have higher interest in most of the hygiene and skin care products (shampoo, shower gel, panty liners, powder, sunblock, and acne cream) than cosmetics products (lipstick, mascara, eyeliners, eyebrow pencil, and BB cream). The top five products in all age groups are again shampoo, shower gel, panty liners, powder, and sunblock where the most interesting product by both groups is still shampoo. Considering cosmetics

products, lipstick, perfume, oil remover film, eyebrow pencil, and make up remover are again rated higher than BB-cream, eye liner, brush-on and mascara. Contraceptives are still the lowest in both age ranges.

Ranking and Branding

   In order to analyze the product rankings, the girls were asked to rank their three most favorite products on a scale of 1 to 3 (1 being the most desirable, earning a score of 3 points, and so forth).   The ranking of the products was analyzed based on the total points scored for each product. The product with the highest point value was considered to be the most desired by the teenage girls. In the table, the products are ranked from the most popular to the least popular based on their total score. For certain products, the girls were also asked what specific brand they preferred. In the right hand column, the brands are ranked according to the frequency (in parentheses) with which they were mentioned.

Products	Brand
Stationary	Pentel(44), Faber castel(16), Muji(8), My color(7), Lancer(6), Quantum(5), Rotring(5), Stabilo(5), Horse(4), Papermate(4), Tombow(3), Copic(2), Sanrio(2), Uniball(2), Clean Color(1), Colleen(1), Color pen(1), Cunversionta(1), Diary(1), Disney(1), DongA(1), Dr.Grip(1), Drama(1), Faster(1), Fizz(1), G'Soft(1), Macbook(1), Monami(1), Mono(1), Peppermate(1), Pilot(1), Reeves(1), Sakura(1), Speed Erase(1), ST(1), Staedtler(1), The dog(1)
Powder	Care(15), Baby Mind(6), Pond(4), Etude(3), Jhonson(2), Laura Mercier(2), Misteen(2), Shisedo(2), BB(1),

	Cezanne(1), Essence(1), Lifeford(1)
Shampoo/ conditioner/hair treatment	Sunsilk(9), Clear(4), Dove(4), Tresemme(4), Essential(2), Pantene(2), rejoiz(2), BSC(1), Clinic(1), L'oreal(1), Olay(1)
Sunblock	Nivea(8), Bananaboat(2), Biore(1), Boots(1), Gaenier(1), KA(1), Lancome(1), Play(1), Shisedo(1), Skinfood(1), Vasaline(1)
Acne cream/gel	Cinda-M(5), Eucerin(1), Macarin(1), Wuttisuk(1), Pornkasem(1), Benzac(1), Acne(1)
Lipstick	IN2IT(2), Maybeline(2), Etude (1), Mac(1), Twelveplus(1),Revlon(1)
FacialCream/serum/ moisturizer	L'oreal(2), Garnier(2), Eucerin(2), Snail white(1), ZA(1),hadalabo(1)
Shower gel	Lux(4),Yves Rocher(2), Shokubutsu(1),Care(1), Marks&Spencer(1)
Body Lotion	Nivea(2), Baby Mild(2), Vasaline(1), Citra(1)
Eyebrow pencil	Bobbi Brown(2), Etude(2), Beauty buffet(1), anasia(1), Kate(1), Bsc(1)
Soap	Lux(3), Care(2), Parot gold(1), Wuttisuk(1), babymind(1), Toss(1)
Eyeliner	MacBerine(1), DollyWimk(1), Mistine(1), Chanel(1)
Perfume	Twelve plus(2), Chanel(1), Lancome(1), Burberry(1)

Brusher	Nars(2), Mistine(1), majorica(1), Mac(1)
Oil Remover	Shiseido(1), Johnson(1), Fresh and dry(1), Gasby(1)
BB Cream	Ganier(1), Misaekyeon(1), Estee Lauder(1), Etude(1)
Panty liner	Laurier(2), Sofy(2)
Mobile phone	Apple(2), Wiko(1)
Cosmetic	Shiseido(1)
Eye pallette	Naked(2)
Facial cleanser	Garnier(1), Nivea(1), Acne-aid(1)
Facial Foam	Biore(1), Vichy(1)
Lip balm	Mayberline(2), Nivea(1), Beauty Buffet(1)
Books	CN(1)
Contact lens	dream color one(1), Bausch&Lome(1)
Mascara	Bobbi brown(1), Chanel(1), Lifeford(1)
Cloth	Animal house(1)
Deo-spray/roll-on	Oriental Princess(1), Adidas(1)
Handkerchief	Sanrio(1)
Wax	Gatsby(1)
Cell phone	Samsung(1)
Concealer	Mebeline(1), Skinfood(1)

Lip Gloss	Lipice(1)
Make up remover	Oriental Princess(1)
Toothpaste	Colgate(1)
Shoes	Converse(1)
Shirt	H&M(1)
Watch	G-Shock(1)

Table 4.2.1: Brand ranking

4.2.2 Activities

The process of analysis for the activities was the same as with the products. The data was analyzed to know the level of teenage girls' interest in activity of PowerGirls concept by rating from 1 to 5, from least interesting to most interesting. Again, the average level of interest were compared in two dimensions/perspectives which are among three family income levels (low income, middle income, and high income) and between two age groups (13-16 and 17-19 years old) in order to find the differences among the groups caused by these two factors. The low income was counted as receiving less than 20,000 baht per month, middle income was between 20,000-100,000 baht and high income was more than 100,000 baht.

For the analysis based on age groups, the most interesting activities are listening to music, watching movie and series and eating for both groups of age. The levels of interest among these activities for both groups of age are quite similar. The second group of most interesting activities consists of badminton, swimming, singing, cooking and reading. Golf has the lowest level of interest

following by gun shooting. It appears that for both age groups have similar level of interest on most of activities except some activities such as make-up, haircut, nail painting and fitness which have a clearly difference that older teenage girl group has higher level of interest.
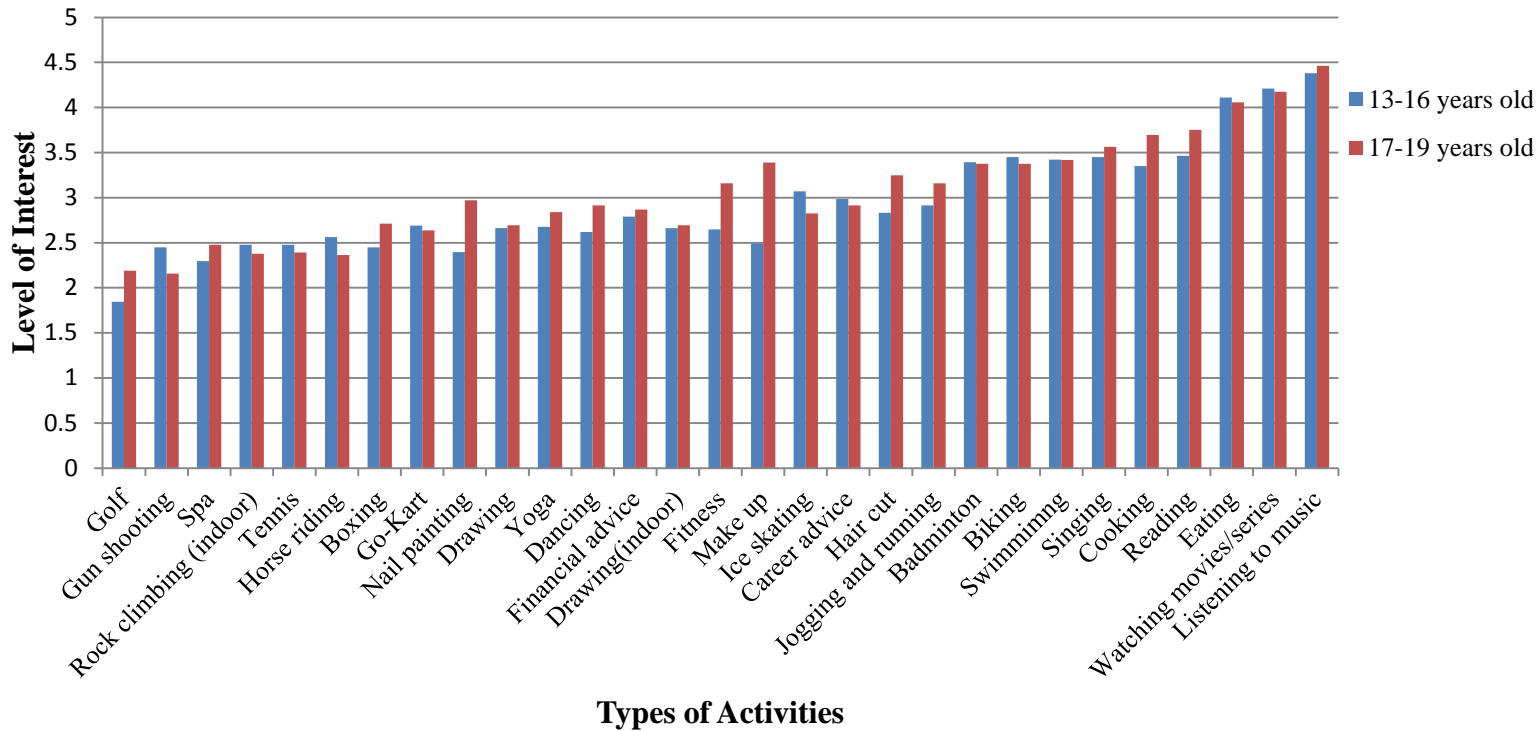
Figure 4.2.3: Level of Interest in Different Activities of Teenage girls age 13-16 and 17-19 Years Old

For the analysis based on economic levels, the most interesting activities are also listening to music, watching series or movie and eating. Golf is also the least interesting activity for all economic levels. Gun shooting is the 2nd least interesting activities but just for teenage girls who are from low and medium economic levels. Teenage girls from high income family appear to interest in gun shooting more than nail painting, spa, boxing, tennis and many else. There are some other activities that teenage girls from high income family are apparently more interested than girls from other economic groups which are fitness, boxing, go-kart and horse riding. Badminton and biking could gain the interest of teenage girls from low economic level more than other economic groups.
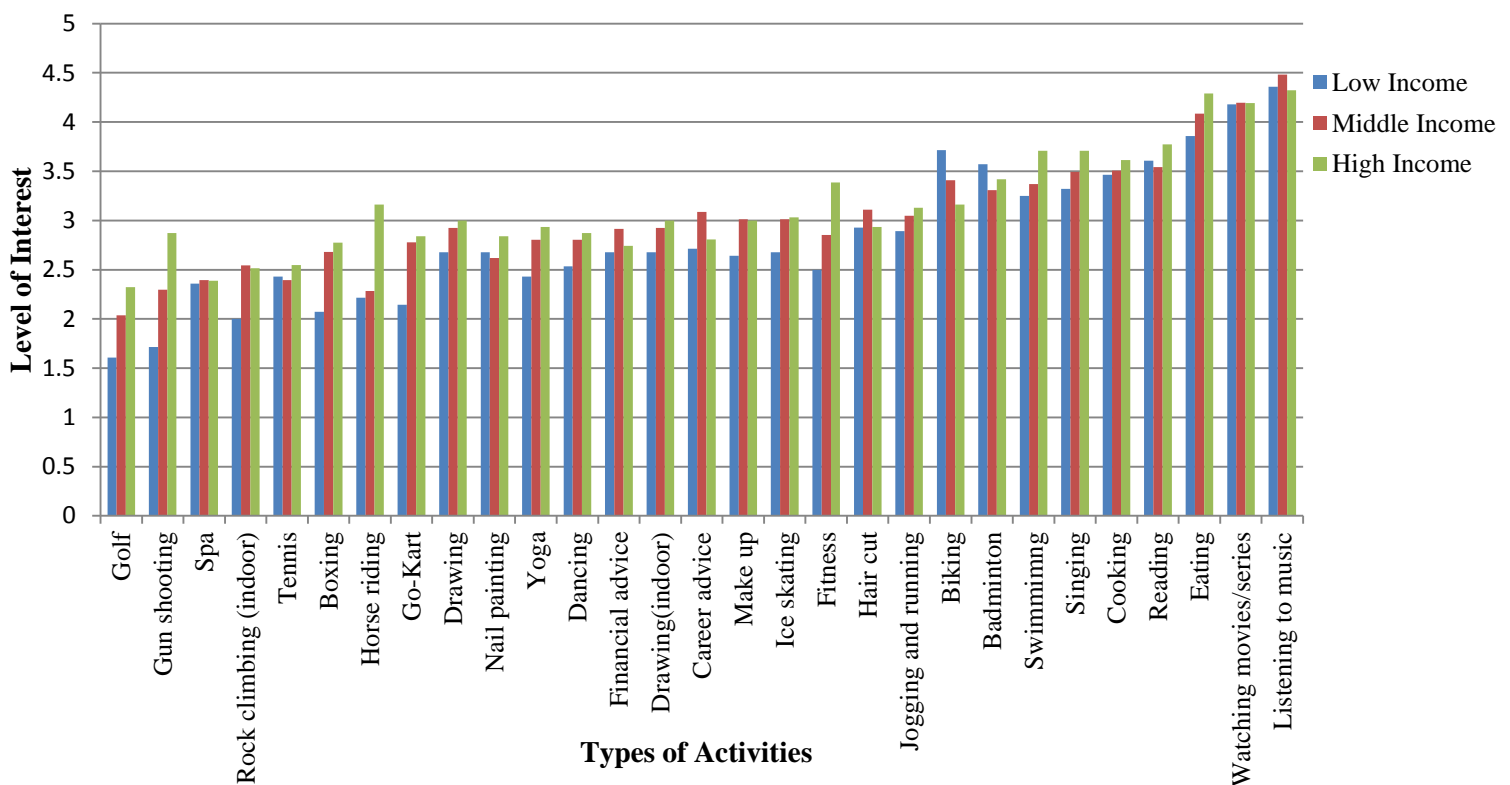
Figure 4.2.4: Level of Interest in Different Activities of Teenage girls from Different Income level Family

In conclusion, from overall age and economic levels, the most interesting activity is listening to music and the least interesting activity is golf. It appears that the older teenage girls from high economic level have more interest in overall activities. The data shows that that the different economic levels show different levels of interest in activities. The age groups do not have such big differences in levels of interest except make-up; older teenage girls are interested in it more than younger teenage girls.

4.2.3 Level of discomfort purchasing sensitive products

The data gathered in this part of research in objective 2 addresses the research question: *"What are the most embarrassing products that teenage girls feel uncomfortable to buy?"*

In order to identify the products that most teenage girls feel uncomfortable purchasing, the teenage girls were asked to rate nine tentative embarrassing products from 1 to 5, which 1 refers comfortable to buy and 5 is most uncomfortable to buy with. In the analysis, the data were divided by two factors which are age and income level. The teenage girls were divided by age into two groups with age ranges of 13-16 years old (younger teens) and 17-19 years old (older teens) and by monthly family income level into 3 groups which are low income with monthly family income less than 20,000 baht per month, middle income with monthly family income 20,000-100,000 baht, and high income with monthly family income more than 100,000 baht.
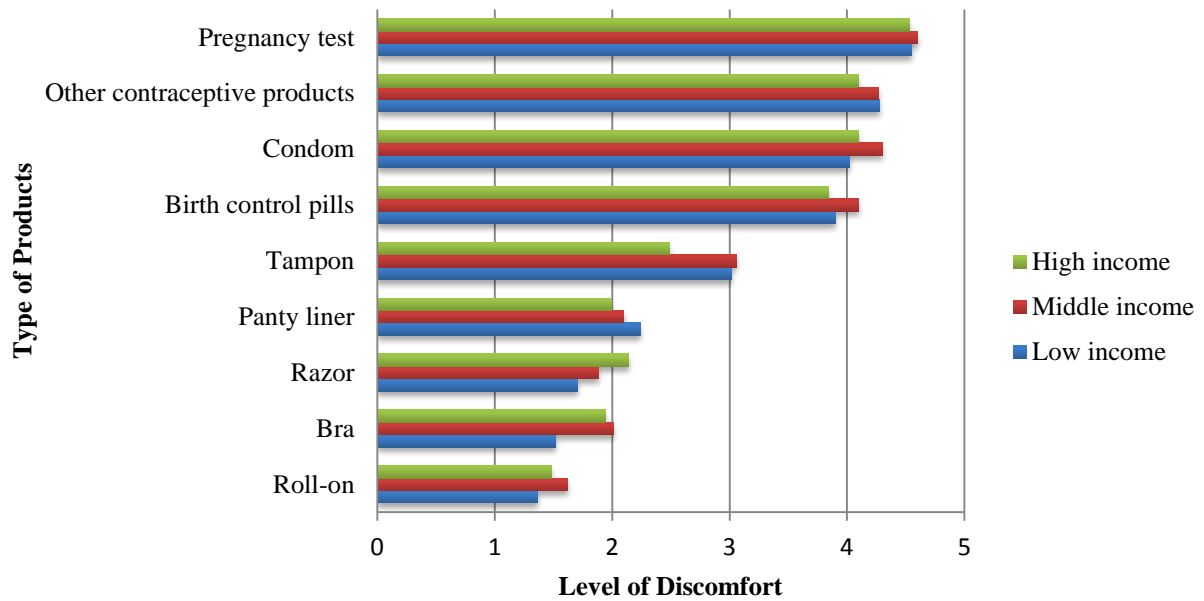
Figure 4.2.5: The average discomfort level of the products from low, middle, and high income (5 for most uncomfortable)

The chart in Figure 4.2.5 shows the average discomfort level for each product from low, middle and high level of incomes. The average discomfort levels of each product in different income level groups are similar. From each economic level, all the teenage girls ranked pregnancy test is the most uncomfortable product to buy followed by other contraceptive products; however, roll-on is the most comfortable product that they can purchase indicated by the discomfort level of around 1.5. Razor, Bra, and Panty liners are also rated in the comfortable zone with the discomfort level less than 2.5.
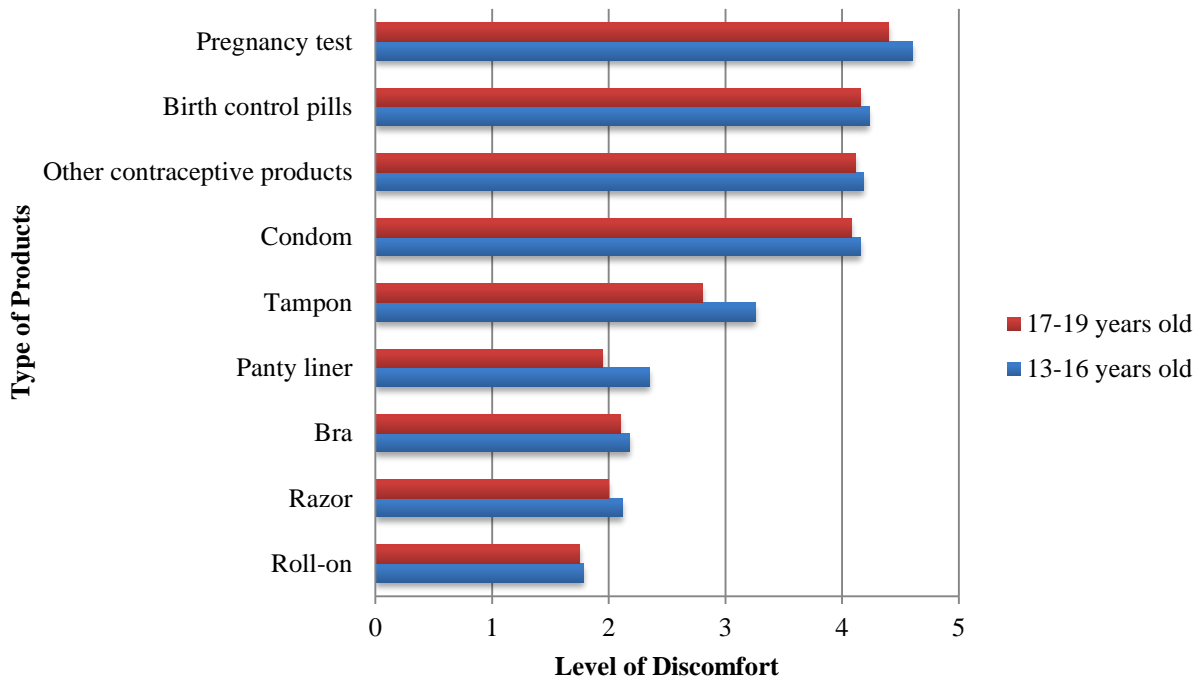
Figure 4.2.6: The average discomfort level for tentative embarrassing to purchase products of teenage girls age group 13 to 16 and 17 to 19 years old (5 for most uncomfortable).

The chart in Figure 4.2.6 illustrates the average level of discomfort to purchase from all income levels for age group 13 to 16 and 17 to 19. It shows clearly that two age groups gave similar discomfort level. Both of age groups answered pregnancy test is the most uncomfortable to purchase, followed by birth control pills, other contraceptive products, and condoms and so on.

In summary, both charts indicate strongly that teenage girls in all age groups and income levels are very uncomfortable to purchase sexual related products.

4.2.4 Level of comfort purchasing contraceptives from different kinds of contraceptive providers

The result for this part of research in objective 2 is the answer for the question "*What are the people who teenage girls feel more comfortable to buy the contraceptive products from?*"

Our analysis will be useful for PSI when considering who would be suitable to approach teenage girls to sell contraceptives. Two factors are concerned here which are age and family income level. Hence, the data are divided by both factors to see the any differences. The teenage girls are separated into two age groups with the age range 13 to 16 and 17 to 19 and also into three family income levels. The same standards as other parts of research in objective 2 are used to categorize teenage girls by monthly family income level.

In order to identify what kinds of the people teenage girls feel more comfortable buying embarrassing products from, the teenage girls were asked to rank the 12 types of people from 1 to 12, where 1 is defined as the least comfortable and 12 is most comfortable person whom they can buy contraceptive products from.
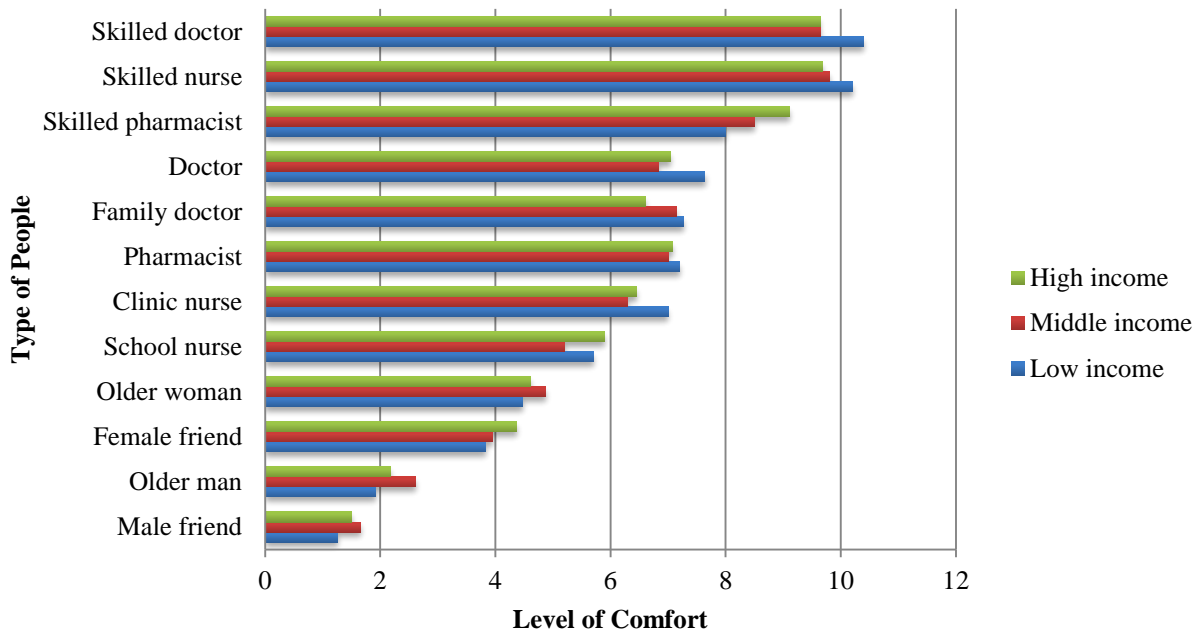
Figure 4.2.7: The average ranking of the people from low, middle, and high income (12 for most comfortable)

The chart in Figure 4.2.7 shows the average ranking of each person from low, middle and high level of incomes. As the chart seen above, all the income levels show a similar comfort level for each kind of person. For the low-income level, they suggested that skilled doctor is the most comfortable person followed by skilled nurse; however, male friend is the most uncomfortable person to buy the contraceptive products from. The middle and high-income levels shows similar comfort level for almost every kind of people as the low-income level except that they are most comfortable with skilled nurse followed by skilled doctor. Overall, all income levels ranked skilled nurse, skilled doctors, and skilled pharmacist as the first group that they feel the most comfortable to buy with, followed by doctors, family doctor, pharmacist ,clinic nurse ,and school nurse as the second group, and the third group include all ordinary people which are older women, female friends, older men, and male friends.
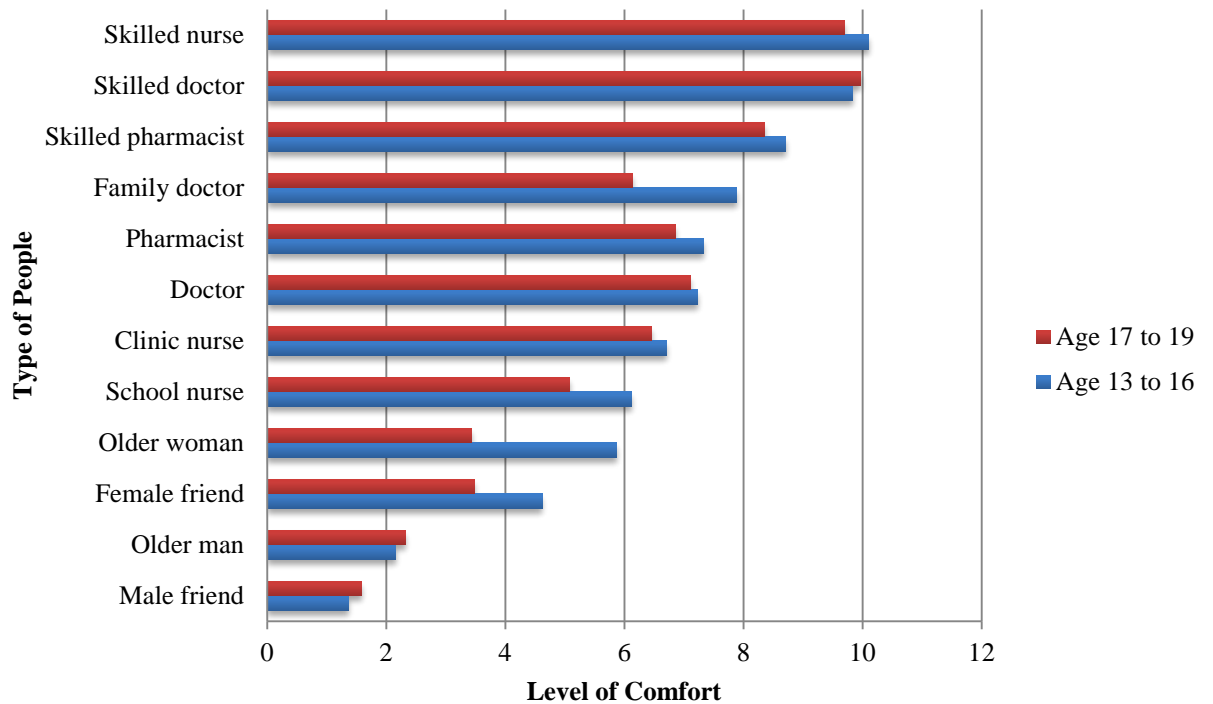
Figure 4.2.8: The average ranking of people that teenage girls are comfortable to buy contraceptives products from (12 for most comfortable), Age group 13 to 16 and 17 to 19

The chart in Figure 4.2.8 shows the average level of comfort for types of people who the teenage girls buy the contraceptive products from, separated by age groups 13 to 16 and 17 to 19. Both age groups again ranked those skilled medical professional (skilled doctors, skilled nurse, and skilled pharmacist) as the first three types of people that they feel comfortable buying. Also, both age groups listed male friend and older man as the two most uncomfortable people to buy contraceptive products from.

There are some differences between the two age groups. Even though both age groups ranked skilled doctor, skilled nurse, and skilled pharmacist as the first groups of people they felt most comfortable buying from, the younger girls (13-16 years old) ranked skilled nurse as the most comfortable person followed by skilled doctor while the older girls (17-19 years old) ranked skill doctor as the most comfortable person followed by skilled nurse. The younger

teenage girls had a lot higher comfort level for buying contraceptive products from older woman than the older girls; hence the second most comfortable group of people for the younger girls includes not only the rest of medical professionals (doctor, family doctor, pharmacist, clinic nurse, and school nurse) but also the older woman. The younger girls also felt more comfortable to buy the products from the female friends than the older girls.

4.3 Objective 3: To test PowerGirls concept to get feedback for improvement of the club

For this part of data analysis, the total number of teenage girls and parents interviewed were 69 and 30 respectively. During the survey, some people did not give any comments, while others shared several comments. Therefore, the number classification is based on the number of people who provided a comment rather than the number of people who participated in the survey. The team stratified the teen participants into two groups by age (13-16 years old, and 17-19 years old). Thus, the analysis of data will be based on these two age groups to identify the different collected comments and feedback. The following topics will be analyzed:

1. **Brand Association**
2. **Logo**
3. **General Feedback**
4. **Product Recommendations**
5. **Activity Recommendations**
6. **Barriers**
7. **Recommendations for the overall PowerGirls Concept**

4.3.1 Brand Association

Teenage Girls:

In this part, the data analysis will be about the brand association of PowerGirls club. Brand association is how the audiences perceive PowerGirls and any thoughts, feelings, or images that link to the concept.

For teenage girls aged 13-16, five interviewees said that the name "PowerGirls" indicated a strong and powerful girl, and could very well describe someone who gives strength and knowledge to teenage girls regarding sexual issues. Two girls agreed that they would feel shy when talking about family planning and contraception at the PowerGirls club. Two girls thought that the name "PowerGirls" sounded like "Powerpuff Girl" which is very childish, while others disagree and said it feels more like a strong girl instead. Four teenage girls felt that it is very important to learn about family planning, sexual issues and how to use contraception properly so that they can plan their futures, and therefore felt it was an appropriate topic for discussion in PowerGirls. One example of benefits that the girls mentioned is encouraging teenage girls to postpone sexual activity until a suitable age, which can help reduce teenage pregnancy in Thailand. They felt that a club dedicated to supporting and empowering girls would be able to successfully draw many teenage girls with different interests and personalities.

Unlike the younger girls, approximately 61% of the young women aged 17- 19, states that they do not feel shy when having a discussion about family planning and contraception because they feel that this knowledge is very useful to them, and avoiding pregnancy benefits society, so there is no shame in learning about it. However, two of the girls said that they would be embarrassed to discuss these topics. Approximately, 15 teenage girls interviewed think that PowerGirls club is good because it informs the customers about its concept and

provides necessary information to understand about the club thoroughly. A group of seven girls felt that the name "PowerGirls" is associated with girls' power, and would describe a club that cares for girls, does things for girls, respects the girls, pays attention to their needs and empowers them to make healthy choices for themselves. They also felt that the club could be a good way to earn money, gain entrepreneurial skills, and seek out new leadership experiences. Since the PowerGirls club is for girls, they feel that they would be able to meet with and relate to someone who has faced the same problems as them.

In conclusion, the two groups of girls do agree that the name "PowerGirls" indicates strong, powerful girls and has positive associations in the interviewees. However, teenage girls of both age ranges do not agree with each other about how comfortable they feel discussing family planning and contraception. The older teenage girls tend to understand the importance of sexual issues, and many of them said that they would not feel embarrassed if they were to discuss this topic, unlike the younger teenage girls.

Parents:

Parents agree that the PowerGirls concept could be very useful for teenage girls because it can give the girls guidance and teach them new skills in a comfortable, non-academic setting. During the interviews, the parents provided in- depth, creative feedback about the brand associations of PowerGirls.

Three parents said that the PowerGirls concept seemed to be a club that organizes groups of girls who do activities together. They stated that the club could function as a supporting and empowering organization providing important knowledge and strength for these girls in their social lives. Three parents felt that our age range is an appropriate time for all teenage girls to learn

about sex-related issues because teenage pregnancy is currently a widespread, national issue. One mother stated that she believes the knowledge and guidance that the PowerGirls will present to the teenage girls would be a good tool in preventing and addressing teenage pregnancy. Another parent also mentioned that the name "PowerGirls" gave the impression of girls who have power and love. Lastly, one parent believes that joining PowerGirls club would be a good idea for the teenage girls because there would be a lot of fun activities, new friends and opportunities to learn and develop new skills.

In conclusion, parents' opinions about PowerGirls tend to be similar to the older teenage girls group in that they think that teenage pregnancy is widespread and needs to be resolved as soon as possible, and it is therefore appropriate to begin reaching out directly to girls to provide guidance about family planning and contraception.

4.3.2 Logo

Teenagers:

In this section, the data analysis was conducted on the comments that respondents gave on the logo of the PowerGirls club. It included both positive and negative feedback from teenage girls during the interview.

For teenage girls aged 13-16 approximately 23 teenage girls provided feedback on this. Of this group, ten girls gave positive feedback, and six girls said that the PowerGirls logo is very attractive because of its beautiful color and the "P" being a heart shape. One girl mentioned that the logo looks very cute and because it includes the symbol of love. For the negative feedbacks about the PowerGirls logo, approximately 12 out of 23 samples commented negatively and said they dislike it and did not see it as attractive because it looks too plain,

boring and ordinary. Two girls mentioned that the PowerGirls logo is too plain because it consists of only two colors, the colors do not really match each other, and the design is not creative enough to attract their attention. A pair of girls also said that the PowerGirls logo looks weird and confusing because the "P" is the only letter in a bright color. They suggested that the font style and the color of all letters should be changed.

There were 20 interviewees aged 17-19 who gave feedbacks. The positive comments from six teenage girls referred to the logo as "cute". Two girls like the PowerGirls logo because of the heart shape in the "P". Five girls have indicated that the overall look of the logo is a good representative of a girl who is beginning to think like a woman, indicating power and safety, while also being creative. However, only six girls among the total number of girls who commented disliked the PowerGirls logo because it is boring and not attractive, saying that it was not beautiful enough to catch their attention. An interviewee thinks that the logo font style is incompatible overall and the color should change to light pink instead of bright pink.

In conclusion, more than half of the younger teenage girls interviewed do not like the PowerGirls logo, while the older girls found it more attractive. The majority of the positive feedback described the logo as "cute"; while the major critiques were that the logo was boring and plain.

Parents:

For parents of teenage girls, the reaction was not significantly different than the findings from the teenage girls.

Approximately 9 out of 26 parents said PowerGirls logo is very cute and attractive. A few parents gave different reasons for the cuteness of the logo. One said that it is good because of the simple and plain design; another said that

because of its pink color, which represents girls. Several said that it reminds them of "Powerpuff Girl", which made them feel nostalgic for the cartoon they watched when they were younger. Two parents said that they like the heart shape of the "P" in the PowerGirls logo, and they thought the logo looked impressive. One thinks that this logo might become a new trend in Bangkok. One parent feels that the word "PowerGirls" is beautiful but the design of the logo is not attractive enough to gain her attention. Approximately half of the parents who gave feedback about the PowerGirls logo said that it is not attractive as the design is too plain, simple and ordinary. One suggested that the logo should be redesigned with more graphic details and the font size should be made thicker and denser. Another parent felt that the current PowerGirls logo does not deliver the true meaning and goal of the club, and to make logo more attractive, the color of all the letters should be changed into rainbow because this pattern represents hope and inspiration. Two of the interviewees also think that the logo does not look powerful enough to really deliver the true intention of the PowerGirls club. Other parents said they dislike the logo because it looks outdated and felt like a cartoon show, which would not catch their attention and interest if they were younger.

In conclusion, the majority of both parents and the teenage girls had positive feedback about the PowerGirls logo, describing the logo is cute. Common negative feedback was that the logo was too plain, and would not catch their attention.

4.3.3 General Feedback

Teenage Girls:

In this section, the data analysis will be about teenage girls' feedback, both positive and negative.

For the teenage girls age 13-16, 42% of the interviewees who provided comments explained that PowerGirls club had a lot of interesting activities and products. Two girls out of 38 also mentioned that the club is a good place to meet new friends and spends time doing activities together, as well as exchange knowledge. Thirteen percent of the interviewees who provided comments said PowerGirls seems to be a good concept idea to help reduce teenage pregnancy, and 29% of the interviewees commented further that the club seemed informative for guiding teenagers through the decisions being made around sexual activity. Through the party, the girls will gain knowledge about family planning, which is very useful to protect against teenage pregnancy and some knowledge that the club provides could be useful to their daily lives. Another positive impression about PowerGirls mentioned by teenage girls was that the club aims to truly understand teenage girls' needs and provides a free space for the girls to talk freely, and discuss all kinds of things free of judgment.

Three girls out of 38 commented on the name of "Power Girls" that it is a good name for the brand. One of the teenage girls said that the name makes her think of girls full of power who help other girls.

On the other hand, 18% of teenage girls are embarrassed to discuss family planning and contraception. One girl thought that it is not at the right age to learn about sexual issues. There was one interesting comment saying that the girl does not feel embarrassed to purchase these embarrassing products and so there is no need for an organization like PowerGirls at all. However, this

comment is just from one girl. Comparatively, 16% of the girls who provided comments said the club seems to be reliable, and the organization seems to be trustworthy place to purchase the products. Over a quarter of the girls (26%) do not trust direct selling, and would not be interested in buying products or becoming the organizers. One said she could not trust because she does not know how the products are made. Another said that direct selling is a fake system telling people that they can earn money from selling things; however, money needs to be paid in order to become the seller members. Another said that she would not have time freedom to choose what she wants if she has to buy products from direct sellers.

Two teenagers expressed that it may be too early for young girls to use cosmetics, and said they themselves were not interested in cosmetics. Five teenage girls did not like the name of PowerGirls, various reasons were provided including, no creativity in branding , weird name (2), and not attractive (1), One girl has mentioned that PowerGirls needs to create a more serious name to make it look more trustworthy given its goal of addressing teenage pregnancy in Thailand.

For teenage girls aged 17-19 years, 55% out of 31 interviewees agree with the younger teenage girls that they like PowerGirls providing variety of interesting products and attractive activities. Three girls liked the idea that the activities are available for free, as well as the possibility of free gifts, while another three were interested in gaining knowledge and experiences while meeting and getting to know new friends who have similar activities.

There are many different comments on the PowerGirls name. One girl explained that she likes the name "PowerGirls" because it sounds like Powerpuff Girls, a popular cartoon. Another commented that it makes her feel like the girls have power and One girl mentioned that the name made her feel

safe because it is like a group of older girls who help other teenage girls in many things, and provides as a safe space for girls. Another girl said that it is worth the time to join PowerGirls because it provides good guidance that could build up confidence in girls and provides high quality products at affordable prices. However, one girl suggested that products were not good enough to catch their attention and lead her to purchase them. Four out of 31 teenage girls do not trust in the direct selling. One girl said she dislike direct sell because it is annoying.

Even though, there were five girls out of 31 stating that entrepreneurial skills are very important and interesting to learn, two girls did not see entrepreneurial skill important, one girl even said the skill is not suitable for girls in this age.

Twenty two percent of teenage girls said that they liked the idea of guidance about family planning because they see that it is good to plan ahead since the future is unstable. They believed their parents would support them learning about family planning, for it will be very useful in the future. Only one mentioned that family planning is too soon to be considered an issue for this age group.

In conclusion, teenage girls of both age ranges like the idea of having a variety of activities and products to be in the club. However, the majority of both age ranges teenage girls agreed that they do not like the idea of the direct sales model. The older teenage girls are different from younger ones in seeing the importance of family planning knowledge.

Parents:

Thirty seven percent out of 32 interviewed parents mentioned that the PowerGirls concept and the idea of having a variety of activities was very

attractive and interesting. One parent commented that PowerGirls activities give teenagers a space to learn apart from their studies. Three parents out of the total of 32 expected that their daughters would be able to learn more about how to protect themselves and gain knowledge, skills, and experiences as well as understand more about reality of life outside of school.

Although PowerGirls would provide a variety of girl products, the name of the brand still lacks power. Also, from parents' perspective, idea of having make- up sessions and selling cosmetics in the club is not recommend for young girls, although it may catch the attention of older teenage girls. One parent mentioned that teenage girls are not at the suitable age to use cosmetics and brand name products.

Four parents disliked the idea of direct selling because it seems like encouraging children to spend more money, and the pressure to sell and purchase may damage friendships. However, one parent said that she has no negative feedback or the direct sales model. She said that if the teenage girls were to do direct sales, they should do it smartly, to earn money as well as ensure that they do not irritate people. Thus, she would allow her daughter to be an organizer of PowerGirls club to gain leadership and other life skills. One parent mentioned that she agreed with the PowerGirls concept but still worried about her daughter joining the club. If possible, she would like to enter the club and watch her daughter during the activities.

In conclusion, parents agreed with the teenage girls about approving of variety of activities to be in the PowerGirls club, but they disagree about the inclusion of cosmetics in the club and recommended removing them. Like the teenage girls, a significant number of parents did not like the idea of direct selling and thus, would not allow their daughters to buy the product from the club or become party organizers.

4.3.4 Product Recommendations

Teenage Girls:

There is variety of opinions from teenage girls toward the products to be sold in the PowerGirls club. However, 66% out of 74 girls interviewed thought that the listed products were inadequate and there should be more types of products available in the club.

According to the analysis of results for 51 teenage girls age 13-16 year old, fashionable clothes appeared to be the most wanted product to add to the group of samples. Closely following was the demand for more cosmetics. Four girls suggested that PowerGirls should sell fashionable accessories and small gifts representing the club, which could serve to promote the club in another way. Other branded products are recommended to be sold in the PowerGirls club, suggested in equal frequency as the accessories. Three teenage girls suggested that, in the club, there should be food and snacks available because they think that if the club is open after school time, they would get their snacks at the club instead of at school to change the environment and make the PowerGirls club active and lively. Another three girls also recommended selling bags as part of the club because they stated that many girls would be interested in purchasing that item. Two girls suggested that books should also be available for sale in the club. The type of books could be fiction, non-fiction, or comics and storybooks. Other recommendations for products included shoes, sports gear, drawing instruments, and K-Pop handmade products.

For teenage girls (17-19 year old), approximately 38% out of 23 girls interviewed appear to be interested in cosmetics and so they suggested that this product be available in the PowerGirls club. Three girls have recommended that there should be fashionable clothes available for sale in the club. Shoes, handbags, accessories, sports gear, stationary, diet pills and other branded

products were also recommended for sale in the club to ensure that PowerGirls can capture the interests, wants and needs of as many different girls as possible.

In conclusion, the two age groups have a slight differences in the number of teenage girls who have chosen cosmetics, which appeared as the first and second highest recommended products for teenage girls, ages 13-16 and 17-19 year old respectively.

Parents:

According to the data analysis, parents appear to have different opinions compared to the teenage girls. Unlike the majority of teenage girls interviewed, parents did not approve of the PowerGirls club selling cosmetics since they felt the customers are too young to put on make-up. Thus, parents suggested that there should be other products available for sale in the club instead of cosmetics.

There are 13 parents who gave recommendations for product that should be in PowerGirls club and out of this, three parents have suggested that accessories and small gift representing PowerGirls should be in the club. Additionally, 17% of parents interviewed would like the club to put clothes, food and stationary on the list of available products. If the club will be providing various types of activities, the specific products associated with those activities (for instance, sport gadgets and drawing instruments) should also be available for sale in the club. Nowadays, electronic devices are being used widely among the group of teenage girls for both age ranges, so one parents suggested that IT equipment should be supplied in the club. Lastly, contraception should be provided because the concept of PowerGirls club is to support safe sex education and empower the girls to seek and use these products.

In conclusion, parents do not agree with the teens interviewed about the availability of cosmetics in the club, but they encouraged the club to sell accessories and gadgets, as well as contraceptive products.

4.3.5 Activity Recommendations

Teenage Girls:

According to the provided activity list of PowerGirls club, most of the teenage girls of both ages seemed satisfied with the activities that we have suggested. There were approximately 36% out of 65 girls interviewed who gave suggestions for activities that PowerGirls could add to the club.

For the younger teenage girls, there are 13 out of 33 teenage girls who gave comments and out of these, five suggested that PowerGirls club should be able to provide the girls with sports and fitness activities because they think that girls like to keep themselves fit and it is also good for their health. The rest of the suggestions for activities were recommended only a few times each: singing, dancing, accessory designing, drawing, weaving, cooking and playing games.

For teenage girls aged 17-19 year, there are 10 out of 31 teenage girls who gave suggestions about the activities to be in the PowerGirls club, and these ideas came from only a small handful of individuals. The activities that they recommended were: sports and fitness activities, a spa session, make-up classes, fashion dressing guidance, cooking, dietary planning, business classes, meditation and activities that could help the society such as donations or community service.

In conclusion, there are various kinds of activities that have been suggested to be in the PowerGirls club, showing the creativity and diverse

interests of teenage girls in Bangkok. However, these cannot be considered representative of every teenage girl in Bangkok because of the small sample size. Approximately 35% out of 65 girls who gave feedbacks suggested fitness and sports activities, showing how many teenage girls are concerned about their health and physical appearance, rather than simply applying makeup.

Parents:

Almost all parents thought that the list of activities was already adequate. Parents appeared to be very happy to let their daughters participate in fun activities and meet new friends while gaining the knowledge of sexual issues in order to prevent teenage pregnancy.

In this part, there are 11 out of 23 parents who gave further recommendations for activities that should be in PowerGirls club. As parents, they were still worried about their daughters' safety. Some parents opposed PowerGirls providing dangerous activities such as gun shooting and wall climbing. According to the survey, the activities grabbed the parents' attention and generated interest in the PowerGirls club. Providing the knowledge of teenage pregnancy and sexual issues was also one of the factors that parents appreciated. Some parents suggested new ideas for activities that could be in the PowerGirls club, and the majority of the suggestions said that different kinds of sports should be available in the club to allow the teenage girls to enjoy themselves and have fun in a healthy way. One of the parents also suggested that occasionally, there should be a meet-up event with celebrities to promote the PowerGirls club, and that the club should host handcrafting and IT teaching session to ensure that the club can catch some attention of the girls with many different interests and promote the proper use of technology, which can be very useful in their future.

In conclusion, parents will allow their daughters to join the PowerGirls

club without concern as long as it does not encourage activities that are seen as dangerous. They were receptive to the idea of providing knowledge about sexual issue and various kinds of activities in the club.

4.3.6 Barriers

Teenagers:

This section analyzes the opinion of teenage girls to identify the barriers that they think will restrict them from joining the PowerGirls club for both age ranges (13-16 and 17-19 years old).

For teenage girls aged 13-16, 7 out of 26 interviewees agreed that time conflict is the main barrier that may prevent them from joining the PowerGirls club. Most Thai teenage girls focus on studying and many of them take tutorial classes as soon as they finish their last class at school. They attend tutorial classes on both weekdays and weekends. Another main barrier that the girls identified is parental permission. The girls are very young and would not feel comfortable joining a club or engaging in an activity that their parents disapproved. Many younger girls were afraid of the potential social stigma and their perception by other people if they join a club that is associated with sexual behavior. Some girls also thought that this could be a waste of their limited time and pocket money. Four teenage girls said that they would join the club only if their friends joined. However, one girl said she would not join the club because she does not like to be around large groups of people. One girl thought that this club is only appropriate for the older girls, because the younger girls are not mature enough to be exposed to sex education. The girls suggested that information could be one of the barriers that prevent them from joining the PowerGirls club because they are unfamiliar with the club and would need time

to build trust and enthusiasm for the club. One last barrier that the younger girls mentioned is the location. Most of the girls lived outside of the city, and it is dangerous for them to travel alone to participate in the club activities.

For teenage girls aged 17-19, 7 out of 17 respondents also identified time constraints as a barrier. Besides having tutorial classes on weekdays and weekends, some of them also must revise and prepare for the entrance examination and university applications. Another barrier that teenage girls of this age range raised is the lack of information. Like their younger cohorts, they want to know more about the PowerGirls club before joining and buying the products to ensure reliability and safety. Three girls though that parental permission was a potential barrier that may prevent them from joining the club. In order to join the PowerGirls club, they would need to be able to provide their parents with good reasons to join, reinforcing the need for information about the club.. One girl mentioned her own perceptions as a potential barrier because she is not concerned about family planning and contraception and would rather focus on the present-day.

In conclusion, teenage girls of both age ranges agreed that time conflicts are the main potential barrier that may prevent them from joining the PowerGirls club. Parents' permission and lack of information are other secondary potential barriers the girls identified.

Parents:

According to the data analysis of the parental survey, 45% out of 23 parents interviewed mentioned that time conflicts, lack of information, location conflicts and parents' permission are the main potential barriers to club participation.

Parents mentioned many interesting barriers that they think may prevent

their daughters' participation in the PowerGirls club. One common barrier in Thailand was the parental attitude towards sex and sex education, which may make them unwilling to grant permission for their daughters to join. Another common parental priority is their daughters' studies, which may mean that parents are unwilling to allow their daughter to participate in any other activity that could disrupt her focus on school. These views are more common with older parents. However, some of the younger parents have different attitudes towards sexual behavior and education. These parents would allow their daughters to join the club, but are concerned that they would have to persuade their daughters to participate because of the girls' shy personalities. Some parents also described their daughters as lazy and potentially unwilling to join the club because of a lack of interest, the location, and the time commitment the club could require. Two parents cited their daughters' personality as a potential barrier. Several of the girls were described as "introverted" and the parents felt that it was unlikely that their daughter would want to participate in a large social club with large groups of people.

In conclusion, the parents generally agreed with the teenage girls on the main barriers to joining the club (time, information, location), but some of the older generation of parents expressed concerns about the content of the club's education about sexual matters, and indicated that they would not allow their daughters to join the club.

4.3.7 Recommendations

Teenage Girls:

During the survey, after the team explained the concept of PowerGirls club, many teenage girls provided recommendations and feedback that could be

used to improve the club further.

For the younger age group, approximately 28% out of 16 teenage girls in this group suggested that PowerGirls should promote itself through the use of advertising and other marketing strategies to make the club become famous and well known in the area. Two teenage girls said that the name should be more serious because it is addressing a serious issue, rather than make it look girly. Also, they recommended that the organization should provide handsome boys as direct sales people and bodyguards in the club to attract more girls. It is worth noting that this is in direct conflict with the data that stated that girls feel the most uncomfortable buying sensitive products from male friends. One of the teenage girls mentioned that this might create the feeling of having a personal butler in the club that would serve the girls and protect them as if they were princesses. This might also provide emotional satisfaction and allow the girls experience being treated with respect, which can be one of the strategies used to empower them.

One of the girls interviewed suggested that some activities inside the club may not be suitable for a certain age group; for example, make-up and cosmetics might not be suitable for the younger girls. PowerGirls should also set up an online shop that includes all the available products so that the girls can order any products from their locations and receive them when they visit the club. The organizers of PowerGirls should be good-looking, of both genders, and fully trained to professionally deliver the direct sales model specifically to teenagers. Besides that, the organizers must know have in depth knowledge of the PowerGirls club so that they can promote the club and encourage participation. The organization should also provide a formal letter from the PowerGirls organizers to each school to ensure the safety of the students that are attending the club. The club should also include ways to earn income beyond entrepreneurial skills. If PowerGirls was able to provide some sort of

career guidance or other relevant training, it may attract more girls. Lastly, PowerGirls should provide promotions to attract teenage girls and invite parents to join the club together with their children and enjoy the activities in the club together as a family.

For the older teens (17-19 years old), approximately 23% out of 13 teenage girls in this group suggested promoting PowerGirls widely using advertising so that the club becomes well known and its own brand in the area. Another suggestion was ensuring that PowerGirls has lot of products and activities available to allow girls with different personalities to freely choose what they like and prefer in the club. However, a teenage girl said that the PowerGirls should focus only selling contraceptives product, not all things that girls might be interested in. There should also be promotional items, like giveaways, for joining the club and to encourage them to keep coming back to join the party. One teenage girl suggested that the location for the party be in a place that is easy to access for many people in the area. In the party, there should be a celebrity to act as a role model to empower girls and encourage them to join the club. The organizer of the club should be an attractive female and have good communication skills in order to attract teenage girls to join the club willingly. One teenage girl suggested that there should be a teaching session about dietary plans to provide various kind of benefit that could be followed up. Lastly, PowerGirls should also arrange a business strategy classes to allow the participants to learn more about business and entrepreneurial skills that could be developed and used in the future.

In conclusion, the two age groups agreed that the PowerGirls should promote itself through advertisements to attract teenage girls to join the club. The organizers of the club should be professional and have good communication skills and be able to provide accurate information of the PowerGirls club and explain the aim of this club clearly and thoroughly. From

recommendation analysis, the younger girls tend to be more worried about their safety when visiting the club while the older girls tended to be more worried about developing different useful skills from the club.

Parents:

In this section, the analysis will be on the parents' recommendations for the PowerGirls club according to the data that the team has collected. Approximately 42% out of 22 parents who have daughter in the age range of 13-19 year old suggested that PowerGirls should promote itself through advertisement so that the club becomes well known. One strategy that was suggested to the team about promoting the PowerGirls club is to arrange outdoor activities and events to gain attention of the people in the surrounding area. The area that has been suggested to hold the events and activities are at different schools or other areas that many teenage girls can safely access. Advertising strategies that the PowerGirls plan to use should avoid mentioning sex education to avoid the associated stigma and include celebrity endorsements. PowerGirls should be approved by the government and provide a formal letter from the organization to ensure safety of the teenage girls who will attend the party and the club should be willing to take any responsibility for any incidents that may happen at the events. Many parents were concerned about the clubs ability to take care of their daughters. PowerGirls should also carefully consider the time of day when they hold their events so the girls can get home safely.

Another suggested recommendation from the parents is about the function of the PowerGirls club. The PowerGirls organizers should be very professional and have good communication skills and be able to explain the PowerGirls concept, while also being charismatic enough to persuade teenage girls to buy the products and join the club willingly. Within the club, female adults should

be given a proper training to guide the girls through education about teenage pregnancy and family planning, include educational materials for all genders (not only girls). Parents also expressed that power girls should focus more on family planning rather than selling cosmetics, arrange classes to teach about personality development and take measures to ensure that the girls can access contraception discreetly and anonymously within the club. Each session should take only a short amount of time so girls could participate in multiple activities during their visit. The club could also facilitate activities outside the club that everyone could partake in together, like community service events. Items in the club should also occasionally be offered at a discounted price as a promotion to encourage girls to join and participate.

In conclusion, most parents interviewed want to know more about the PowerGirls and hope that it would advertise itself to become well known. The parents also expressed concern about the safety of the attendees of the club and suggested various ways in which PowerGirls could attract the attention of as many teenage girls as possible.

Chapter 5: Recommendations and Conclusion

The recommendations are based on the analyzed results in the previous chapter. The data has been collected to achieve the goal of reducing the teenage pregnancy rate in Bangkok area. The obtained data is divided into three objectives. Objective 1 is about demographic and psychographic data of teenage girls. Objective 2 is about the interest of teenage girls toward the various types of activity and product. Moreover, this objective also determines teenage girl's embarrassing products and figure out who are the people that they feel comfortable to buy those products from. Objective 3 is about the feedback from teenage girls and also teens' parents for the PowerGirls concept in qualitative detail. The obtained data has been analyzed to find the most suitable recommendations to enhance and inform the PowerGirls concept.

5.1 Recommendations based on results from determining demographic and psychographic data of teenage girls

1) Time schedule: Hold PowerGirls meetings on Friday afternoon, after school.

In order to attract teenage girls to join PowerGirls club, the organization needs to consider the most appropriate time of day for the club to be held. The time for PowerGirls club must be the time that most teenage girls are available and feel comfortable joining the club without any time conflict. The day of the week that PowerGirls club is held also effect the decisions of the teenager since

teenage girls already had many other commitments to fit in their free time, like homework and entrance exams. According to our survey, most of the teenage girls had class until 4.00 pm on the weekdays. Therefore, a possible time for PowerGirls club to be held on the weekday is 5.00 pm or later. If the PowerGirls club is held Monday-Thursday, the club must provide activities that can be completed quickly, so that girls are not travelling late at night and can still go to bed early to get enough sleep for school the next morning. We suggest that Friday is the most suitable day for PowerGirls club to be held on weekdays. Teenage girls will feel more comfortable joining the club without worrying about school or homework that is due the next day. It is also recommended to hold meetings on weekdays rather than weekends so that girls can invite each other at school and all travel to the club together. This can lead to a trend among teenagers of going to PowerGirls immediately after school, especially if they feel that they enjoy the club, rather than just viewing it as another place to study and learn. If meetings are held on the weekend, the time for PowerGirls club can be flexible because teenage girls have more free time, and therefore more time to participate in activities that take too much time to be scheduled on a weeknight.

2) Place: Hold PowerGirls meetings near BTS/MRT and consider locations near popular tuition/tutoring centers.

The location where PowerGirls club held is another important factor that most teenage girl will consider before joining the club. The location should be easily accessible and be near places teenagers already like to hang out. Based on our survey, one of the most popular places teenagers spend time is at a shopping center. Siam is one of the most popular shopping centers because teens can eat, see movies, or attend tutoring classes in the vicinity. Moreover, the priority way to travel to shopping center for teenage girls in Bangkok is by using BTS. Because BTS/MRT is consider as a first choice of transportation for

teenage girl at the age of 13-19 and also most parents would agree to let their child travel by BTS/MRT rather than using bus or taxi considering its safety. Therefore, we suggest that PowerGirls club should be held somewhere near BTS/MRT station in order for the teenage to easily join the club. The results from our survey suggest that most of the teenage girls take tuition classes, so it is a good idea to identify popular tutoring centers, and hold club meetings nearby. This way, the club also benefits from the passive advertising of girls mentioning PowerGirls to their companions at the tutoring center.

3) Suggested Activities: Should provide tuition session or activity about education life.

Based on the results of our survey, Thai teenage girls put a lot of effort into their education. Education was ranked number one in the top conversation topics among teenage girls, and the top activity of teenage girls during weekday and weekends is also tuition. If there was a tuition session or activity about education life, such as university or faculty guidance, it would definitely capture the needs and wants of these teenage girls.

4) Promotion Channel: Promote the club through tuition centers and media that can reach the teenagers.

Reading, watch movie/series, and listening to music is a top three ranked activities for teenage girls. Reading includes all type of reading materials such as comics, magazines, educational materials, and novels. It is a good idea to invite popular writers to join the party in order to attract teenage girls who are interested in reading and writing. In order to figure out the most effective promotion channel, it will be better to do more research on exactly what type of reading teenage girls are really interested in. PowerGirls can use this opportunity to promote itself through other kinds of media such as magazine, radio, and television. Since most girls spend some amount of timing driving in

a private car and also reported enjoying listening to music, it would be wise for the club to use radio channels to advertise. The club should advertise itself on channels for both young girls and their parents. If a parent hears about the club and thinks it would have value for their daughter, they may encourage their daughter to attend. Ruang Rao Chao Nee is the most popular channel that many people listen in the morning, and would be an ideal candidate to promote PowerGirls. Another way to promote PowerGirls club is to use popular tutoring center such as the Wunnasorn building as a marketing location. Furthermore, the PowerGirls club should partner with tutorial companys and provide some sort of promotion for tutoring classes in order to attract teenage girls to join PowerGirls club.

5.2. Recommendation based on results from determining teenage girls' interest

Recommendation 1: We suggest that the products sold through PowerGirls focus on high quality hygiene products rather than cosmetics. Based on the results from our survey, most of the teenage girls (aged 13-19) are not as interested in cosmetics as we initially expected. Both the girls and their parents feel that they are too young to wear makeup, and the girls indicated a preference for hygiene products instead. Teenage girls of all ages indicated a distinct preference for hygiene and skin care products such as shampoo, shower gel, powder, and sunblock. PSI should conduct further research to determine which brands of these products are the most popular, and sell these through the club.

Recommendation 2: Make sure to provide trustworthy providers for sensitive products and medical advice.

Moreover, the result indicates that social stigma against buying contraceptives is one of the most significant barriers to access for Thai teenage girls. From the survey, most teenage girls do not trust buying sensitive products from friends but prefer to buy them from health professionals who are trained specifically to shelter them from feeling stigmatized.

Recommendation 3: Package contraceptives in a cute, innovative way
Another way that successfully uses to address the embarrassment in buying family planning product in others countries is to redesign the packaging of the products [98]. Novel packaging that does not outwardly appear to contraceptives can attract teenager's attention and make them feel more comfortable to buy and carry them, which can also increase the demand for family planning products.

Figure 5.1: Condom in cute packaging [98]

In order to avoid the embarrassment in buying contraceptives, the product should be sold online by reliable website to avoid face-to-face negotiation. Moreover, the parcel that uses to contain the product in the delivering process should be designed in the ways that does not appear to be contraceptives.

Recommendation 4: Plan a wide variety of activities to reach many different teenage girls

It is critical to keep the types of activities offered very diverse to make sure that girls of all ages, backgrounds, and economic standings are included and interested in participating. The result in this objective indicated that teenage girls across all categories are interested in listening to music, watching movie/series, eating, reading, cooking, singing, badminton, swimming and biking and PowerGirls should arrange activities related to their interest. Moreover, the psychographic data from objective1 also indicate these activities as teenage girl's favorite activities, which is the compatible with the data.

5.3 Testing PowerGirls concept

Recommendation based on results from testing PowerGirls concept.

After the data has been analyzed and separated into 7 categories (brand association, logo, general feedback, product recommendations, activity recommendations, barriers and recommendation for the PowerGirls concept), several recommendations with the potential to enhance the effectiveness of PowerGirls in Thailand became apparent.

Brand association: Keep the PowerGirls name and create PowerGirls official and reliable website.

For the brand association, teenage girls of all ages agreed that the name PowerGirls can represent being a strong and powerful girl. Thus, the suggestion is to keep the name of PowerGirls as an official social enterprise club. Older

teenage girls and parents agree that teenage pregnancy is a problem that needs to be solved as soon as possible. They expressed feeling comfortable discussing sexual issues, which is in stark contrast to the views expressed by the younger cohort of girls. Many interviewees also suggest that the club should advertise in association with Population Service International (PSI). By educating the girls about the extent to which teenage pregnancy is an issue in Thailand, the girls will then feel a sense of interest and responsibility to Thai society, which will encourage them to participate. Moreover, their parents will understand the teenage pregnancy problem as well, and support their child's participation in the club. For the girls who still feel uncomfortable discussing family planning, the club should provide a PowerGirls website where teenage girls can gain reliable information about pregnancy prevention. PowerGirls should also employ well-trained staff, who can give advice to the teenage girls and refer the girls to one of the skilled health care providers for further care and counseling if necessary.

PowerGirls logo: Redesign the logo to be more attractive.

Although several people described the logo as "cute", most of the respondents did not find the PowerGirls logo attractive in its current form. The logo was described as too boring and not very attractive due to its "plain" and "ordinary" design. One parent has suggested that rainbow of colors should be used to represent the hope and inspiration instead of using only bright pink and grey. Another parent also said that the logo does not represent the goal of PowerGirls well and should be changed to appear more powerful. Therefore, PowerGirls should reconsider changing the color and design of its logo to make it more attractive to its target group.

Recommendation from general feedback: PowerGirls should find other ways to be financial sustainable, such as selling product through convenience stores or online shop instead of direct selling.

From the general feedback about the PowerGirls club, many people said that they did not like direct sales model in general, especially employing teenage girls to serve as the salespeople. The organization should reconsider removing this system from the club and find a better way to attract teenage girls to join the club as organizers. One potential alternative is selling the products through the internet, because this channel would make teenagers feel more comfortable because purchases would be more anonymous. To execute this, the PowerGirls club should develop its own reliable and engaging website where teenage girls can discuss issues of concern and purchase products in an online shop. As most teenagers don't have their own credit card to buy the products online, PowerGirls club should cooperate with the True Money card or Rabbit cards, which are popular cards that teens already use to make purchases online. Almost all the interviewees like the idea of having a wide variety of products and activities in the club for the convenience and enjoyment its members. Also, the older teenage girls' feedback agrees with that of parents in regards to discussing family planning and reproductive health. They agree that this is a good idea because something must be done to address the rising rate of teenage pregnancy in Thailand. Therefore, PowerGirls should keep these concepts in the club and consider promoting them because some girls may feel encouraged to participate in a club that is aiming to improve society.

Product: The club should provide clothes, books, accessories and gifts products instead of cosmetics.

For product recommendations about the PowerGirls club, many teenage girls in both age ranges suggested that cosmetics should be available for sale in the club. However, in younger set, more girls suggested selling fashionable clothes in the club. Some girls suggested selling a variety of books in the club to entertain the bookworms, or including other miscellaneous accessories which girls could use in their daily lives. Most parents do not agree with having cosmetics available through the club because it is not suitable for the younger teenage girls to wear makeup. However, parents agree that accessories and gift products, like cute gadgets or dolls should be available in the club. Therefore, PowerGirls should reconsider putting cosmetics in PowerGirls club and provide small accessories and gadgets that would be useful in people daily lives instead.

Activity: Arrange sport, fitness activities and has a certain places for meeting and doing short activities

For activity recommendations, many respondents supported the existing goal of providing a variety of activities, and recommended including many physical activities, citing the teenage girls' love of staying healthy and fit. Moreover, objective 2 also indicated that swimming, badminton and biking are activities of interest for teenage girls. For parents, the majority suggested that there should not be any dangerous activities in the club as the teenage girls are too young to take care of themselves. However, many parents expressed support of the club serving as a resource for sex education. Therefore, PowerGirls should consider adding fitness and sports activities into the club and remove any activities that may be seen as "dangerous".

Barrier: PowerGirls should arrange the activity at the time that best suits the girls.

Respondents agreed that the major potential barrier to participation in this club is the existing demand on the free time of many Thai teenagers. Many also said that parents' permission and misunderstandings about the club may also discourage attendance. Many older parents may not grant permission for their daughter's participation because of their concerns that access to sex education materials may encourage their daughters to engage in risky behaviors. Research has shown that this fear is baseless, and that isolating girls from educational materials actually increases the probability of unplanned pregnancy and transmission of an STI. PowerGirls should provide communication to parents on this subject so that they will actively support their daughter's participation. In addition to planning activities during times of the day and week when the teenage girls are most likely to be free, the club should also communicate extensively with the community to build trust and establish legitimacy.

Recommendation from teenage girls and parents: Should do more advertising to become famous and trustworthy.

Almost every interviewee mentioned the importance of advertising and establishing a national reputation for PowerGirls. Teenage girls also said that the organizers of PowerGirls club should be professional and have good communication skills in order to provide productive information to the attendees of the club. In contrast, younger teenage girls (13-16 year old) tend to be more concerned about their safety while the older teenage girls (17-19 year old) tend to be more worried about the skills they can develop as members of the club. Additionally, several respondents suggested collaborating with a celebrity, author or singer to act as a spokesperson for the club. Therefore, PowerGirls should consider advertising and public relations to promote itself in

order to be seen as trustworthy. It is also important to train the organizers to behave professionally and develop communication skills. PowerGirls must be able to ensure that participants are going to be safe as they participate in the club, and should strive to provide members with valuable life skills.

Recommendation from our team:

After our team has finished collecting and analyzing all the data, we also brainstormed as a group and came up with the recommendation as followed.

1. Place for activies

From our team's perspective, it is very uncomfortable to find a different place to arrange the activities all the time and girls may not feel comfortable participating in sensitive discussions in a public space, like a coffee shop. Therefore, PowerGirls should seek to establish a sort of clubhouse where members can feel comfortable, safe and open.

2. PowerGirls aim

We also think that before inviting teenage girls to join the party, it would be better to let them know that the club aim to provide sexual education during the activity time and there will be the discussion about sexual related topic. If teenage girls join the activity without knowing the aim of the club, they might feel uncomfortable when they found later that there would be discussion about sexual issue in the club which will cause the negative attitude to the club in the long term. By not stating PowerGirls aim at first, more girls may come to the club in the short term but once they know the truth, they might no longer come.

3. Promotion through social network and booth

Nowadays almost all teenagers have their own smart-phone and always access to social network, which indicate that social network plays an important role in teenagers' life. Therefore, it is important to create PowerGirls social network accounts in the variety social network channels such as, Facebook and Instragram. These social network accounts will allow teenagers to obtain the current club's information, news, and schedule. Moreover, those teenage girls who are shy to discuss with medical professional face-to-face, facebook and Line chat could be another way to personally ask for advice about the method of contraception.

Another interesting way is to opening a booth at shopping center such as Siam Square. This booth will allow teenage girls to join the free PowerGirls short activities such as create hand-made doll. Then, ask teenage girls for their further contact to provide them the PowerGirls news, event and information.

4. PowerGirls activities in school classroom

From the result that obtained from the survey, some teenage girls said that they would like to join the club if the club is really established. However, these positive answers might be caused from consideration. The teenage girls may just answer to make us happy. Therefore, in our team's point of view, if the PowerGirls club is actually established, there would be only a few girls join the club. Thus, we strongly recommend PowerGirls to associate with schools and ask them to include the participation in PowerGirls activities as some score in health education subject, because the club desire to provide the reliable sexual education to address teenage pregnancy in Thailand. Then, after teenage girls join the attractive activities in the club they might want to join the others activities that PowerGirls arrange.

5. PowerGirls in Bangkok

Lastly from overall analyzed results and recommendations, the current PowerGirls concept that developed by PSI will not work in Bangkok due to many limitations. As the result indicate that teenage girls in Bangkok will finished their class at 4.00 PM and many of them have tutorial class after that. Even in the weekend, many of them still have tutorial, which indicate the time conflict. When teenage girls, have their free times, their favorite activities are individual activities such as reading, listening to music, watching movie or series. Moreover, teenage girl's parents feel worry if their daughter has to go home late and some of them do not allow their daughter to discuss about sexual related topic. Furthermore, most of teenage girls and parents in Bangkok have a negative attitude toward direct selling. At first, PSI came up with the idea that buying contraceptives and teenage pregnancy product from friends or acquaintance would be a comfortable way to buy, but the obtained result from the survey indicate the opposite responses. In fact, teenage girls feel very uncomfortable to buy products from their friends.

Therefore, in Bangkok area, the only way to that the club can address teenage pregnancy is by arranging free activities and providing reliable sexual knowledge at school or shopping center and provide teenage girls the club further contact in case that they interest to join the next activity. The club can be financial sustainable by selling contraceptives with innovative packaging [98] and others attractive teenage friendly product online through PowerGirls attractive official website [99]. Moreover, this current concept might be work in others provinces, because teenage girls in Bangkok have some differences in culture and life style with teenage girls in others provinces. Teenage girls in others provinces might not have negative attitude towards direct selling, and instead see it as another to earn additional income. Therefore, the further concept testing in others province that have high teenage pregnancy rate should

be performed to observe whether the concept would work in that area or not. The testing may not be just by interviewing but also actually arranging the activities and see how many teenage girls come to join and how they feel after joining the party.

5.4 Validating results and improvement

To complete this report, it is necessary to identify any bias, research limitations, and other factors that can lead to inaccuracy.

Due to the limited of time, the locations for survey were decided to be shopping mall places where variety of teenage girls from different school can be found. This was a potential source of bias because girls from this area are more likely to prefer shopping and hanging out with friends, since they were engaging in this activity when they were interrupted and asked for an interview. Girls who prefer to spend time at home were excluded from the sample because we were unable to access them. Because of the location and attractions at the selected sites, girls from a certain type of school or living in a certain geographic area may have been inadvertently selected for, and this may skew the results. However, this error can be lessened by surveying a larger sample size and by carefully selecting the teenage girls from various places. The number of teenage girls from various places and schools should be also considered according the total population of each particular area or types of school.

In this research, the data was compared in two dimensions: age and family income level. These analyses were conducted separately. That is to say, the data was stratified by economic status and analyzed, without regard to the

girls' ages. The data was then stratified by age of the respondent and analyzed indepently of the girls' economic status. The analyses were conducted independently to maintain an appropriate sample size for each category. One weakness of this study is the low sample size of girls from the low-income economic bracket.

Lastly, there was also the possibility that the teenage girls do not understand the questionnaire or complete the questionnaire inaccurately. Therefore, it is very important to carefully explain how to complete the questionnaire to the teenage girls before they actually answer the questions.

5.5 Conclusion

In conclusion, for objective 1, the team hopes that the recommendations will help arrange appropriate activities for teenage girls at times that ensure maximum participation. Moreover, the activities should be able to help teenage girls solve their problems, address their concerns and provide enjoyment. For objective 2, the recommendations will hopefully help PowerGirls select the most desired activities, brands, and products to sell. The information around the sensitive products and providers that girls felt comfortable approaching will allow PowerGirls to create avenues for girls to access these critical goods and resources. For objective 3, the recommendations would help improve on the components of PowerGirls according to the feedbacks received from the teenage girls as well as parents. Lastly, as we know that the adolescent pregnancy problem is worldwide. For our nation, it is an alarming problem because the pregnancy rate in teenagers has been increasing rapidly. One might think that it is somebody else's problem and quite far from our daily life. But in

fact, it is close to individual in this society. Just think of it, if problem happens to your family member, how can you handle it well enough to eliminate the pain that will stay forever. This problem not only affects our society, but also can make our nation to become a bad society for our younger generation, so a little help to prevent and avoid teenage pregnancy by all means would at least solve the consequent outcome of the matter. No matter what happen, teenagers should keep in mind that "A short period of pleasure related to unsafe sexual intercourse would make a great failure in lives. If it happened, we not only ruin ourselves, but also our offspring and it is no return course of action leading to sadness to everyone in our society. Therefore, from our research we hope that our recommendations can help PSI to plan PowerGirls club strategies, which will help contribute to the decreasing in teenage pregnancy rates and empowering teenage girls in Thailand.

บทที่ 5 คำแนะนำและผลสรุป

คำแนะนำในบทนี้ได้ถูกสร้างขึ้นมาจากการวิเคราะห์ข้อมูลที่ได้รับจากผลสำรวจในบทที่ 4 ด้วยจุดประสงค์ที่จะแก้ไขปัญหาการตั้งครรภ์ในวัยรุ่นหญิงในกรุงเทพมหานคร ข้อมูลที่สำรวจมานั้นสามารถแบ่งได้เป็น 3 เป้าหมายซึ่งเป้าหมายแรกคือการสำรวจข้อมูลในเชิงภูมิศาสตร์ประชากร (demographic data) และข้อมูลในเชิงจิตวิสัย (psychographic data) ของเด็กวัยรุ่นผู้หญิงในกรุงเทพมหานคร ส่วนเป้าหมายที่สองนั้นคือการสำรวจความสนใจของวัยรุ่นหญิงเกี่ยวกับสินค้าและกิจกรรม นอกเหนือจากนั้นในเป้าหมายที่สองนี้ยังมีการสำรวจสินค้าที่วัยรุ่นหญิงรู้สึกอายหรือไม่สบายใจที่จะซื้อและยังมีการสำรวจว่าวัยรุ่นหญิงในกรุงเทพมหานครรู้สึกสะดวกที่สุดที่จะซื้ออุปกรณ์คุมกำเนิดจากใคร หลังจากนั้นในเป้าหมายที่สามได้มีการสำรวจความคิดเห็นของเด็กวัยรุ่นหญิงและผู้ปกครองเกี่ยวกับองกรณ์พาวเวอร์เกิลส์ในเชิงคุณภาพ ซึ่งข้อมูลที่ได้รับมาจากเป้าหมายต่างๆนั้นจะถูกนำมาวิเคราะห์เพื่อสร้างคำแนะนำในการพัฒนาองกรณ์พาวเวอร์เกิลส์ต่อไป

5.1 คำแนะนำจากการสำรวจข้อมูลในเชิงภูมิศาสตร์ประชากรและข้อมูลในเชิงจิตวิสัย

1.) ตารางเวลา: พาวเวอร์เกิลส์ควรจะจัดกิจกรรมหรือจัดการชุมนุมกันในวันศุกร์ หลังจากเลิกเรียน

การที่จะดึงดูดให้วัยรุ่นหญิงมาเข้าร่วมในกิจกรรมหรือการชุมนุมของพาวเวอร์เกิลส์นั้นองกรณ์ควรที่จะหาเวลาที่เหมาะสมที่สุดในการจัดกิจกรรมซึ่งก็คือเวลาที่กลุ่มสมาชิกเป้าหมายสามารถมาได้โดยสะดวกซึ่งควรจะเป็นเวลาหลังเลิกเรียน จากผลสำรวจนั้นเวลาที่เด็กวัยรุ่นหญิงทุกคนในกรุงเทพมหานครเลิกเรียนคือเวลา 16.00 น. ฉะนั้นกิจกรรมควรที่จะจัดในเวลา 17.00 น. และกิจกรรมที่จัดในวันจันทร์ถึงวันพฤหัสบดีควรจะเป็นกิจกรรมที่ใช้เวลาไม่นานเนื่องจากต้องเผื่อเวลาเดินทางกลับบ้านและเผื่อเวลาให้สมาชิกได้ใช้กับครอบครัวหรือใช้ทำการบ้าน นอกเหนือจากนั้นผู้เข้าร่วมกิจกรรมจะต้องไปโรงเรียนในเช้าวันรุ่งขึ้นและจะหากกิจกรรมเลิกดึกจะทำให้ผู้ปกครองเป็นห่วง หากพาวเวอร์เกิลส์ต้องการที่จะจัดกิจกรรมในวันธรรมดาวันที่เหมาะสมที่สุดคือวันศุกร์เนื่องจากสมาชิกจะไม่ต้องไปโรงเรียนในวันรุ่งขึ้นและสามารถจัดกิจกรรมที่ใช้เวลานานขึ้นได้ การจัดกิจกรรมในวันธรรมดานั้นมีข้อดีกว่าการจัดในวันหยุดก็คือในตอนเช้ากลุ่มสมาชิก

จะไปเจอเพื่อนที่โรงเรียนและมีความเป็นไปได้ที่จะชวนเพื่อนมาร่วมกิจกรรมของพาวเวอร์เกิลส์ด้วยกัน หลังจากเลิกเรียนซึ่งอาจจะทำให้เกิดค่านิยมใหม่ๆของวัยรุ่นเนื่องจากในวัยนี้เพื่อนมีอิทธิพลที่จะชักจูงให้เข้า ร่วมทำกิจกรรมสูง ส่วนกิจกรรมที่จัดในวันหยุดนั้นสามารถเป็นกิจกรรมที่ใช้เวลานานได้เนื่องจากสมาชิก จะมีความยืดหยุ่นในเวลามากกว่าวันธรรมดา นอกเหนือจากนั้นพาวเวอร์เกิลส์ยังสามารถจัดกิจกรรม มากกว่าหนึ่งกิจกรรมได้ในวันหยุด

2.) สถานที่จัดกิจกรรม: ควรจะเป็นสถานที่ที่ใกล้กับรถไฟฟ้า BTS, MRT หรือใกล้สถานที่เรียนพิเศษ

    สถานที่ที่จะจัดกิจกรรมนั้นเป็นส่วนสำคัญในการตัดสินใจเข้าร่วมหรือไม่เข้าร่วมกิจกรรมของกลุ่ม สมาชิก สถานที่จัดกิจกรรมควรจะเป็นสถานที่ที่สามารถเดินทางได้สะดวก, เข้าถึงได้ง่าย และมีสิ่งดึงดูดใจ ให้เข้าร่วม จากผลสำรวจสถานที่ที่เด็กวัยรุ่นหญิงในกรุงเทพมหานครชอบไปที่สุดคือห้างสรรพสินค้า โดยเฉพาะในย่านสยามสแควร์เนื่องจากมีสิ่งดึงดูดใจมากมายอย่างเช่น โรงภาพยนต์ ร้านอาหาร ศูนย์การค้า และสถานที่เรียนพิเศษ นอกเหนือจากนั้นแล้ว จากการสำรวจยังระบุว่าเด็กวัยรุ่นหญิงในกรุงเทพมหานคร นั้นสะดวกที่จะเดินทางด้วยการใช้รถไฟฟ้าลอยฟ้า BTS และรถไฟฟ้าใต้ดิน MRT และผู้ปกครองก็ให้ ความเห็นตรงกันว่าการเดินทางด้วยวิธีนี้นั้นมีความปลอดภัยและอนุญาติให้บุตรหลานเดินทางด้วยวิธีนี้ ฉะนั้นสถานที่จัดกิจกรรมจึงควรอยู่ใกล้หรือติดกับรถไฟฟ้าเพื่อที่จะให้สมาชิกเดินทางมาได้อย่างสะดวก อีก สถานที่หนึ่งที่ควรจะจัดกิจกรรมได้คือสถานที่ที่ใกล้กับแหล่งเรียนพิเศษเนื่องจากเด็กวัยรุ่นส่วนใหญ่ต้อง เดินทางไปเรียนพิเศษหลังเลิกเรียนอยู่แล้ว และพาวเวอร์เกิลส์ยังสามารถโฆษณาหรือโปรโมตองกรณ์เพื่อให้ เป็นที่รู้จักในเวลาเดียวกัน

3.) กิจกรรมที่แนะนำ: ควรที่จะมีกิจกรรมที่เกี่ยวกับการศึกษา

    ผลการสำรวจที่ได้มาจากการสัมภาษณ์ระบุอย่างชัดเจนว่าเด็กวัยรุ่นหญิงในกรุงเทพฯทุ่มเทให้กับ การศึกษาเนื่องจากการศึกษาเป็นความกังวลสูงสุดที่ถูกเลือกและ กิจกรรมที่มีคนทำเยอะที่สุดในช่วงหลังเลิก เรียนและในวันหยุด ดังนั้นพาวเวอร์เกิลส์จึงควรมีกิจกรรมที่เกี่ยวกับการศึกษาอย่างเช่น กิจกรรมสอนพิเศษ หรือการแนะแนวสู่มหาวิทยาลัยซึ่งเป็นกิจกรรมที่น่าจะตอบสนองเด็กวัยรุ่นในกรุงเทพมหานคร ได้ดีที่สุด

4.) ช่องทางการโปรโมต: ควรที่จะโปรโมตผ่านสื่อบันเทิงหรือผ่านสถานที่เรียนพิเศษ

เนื่องจากการอ่าน, การดูหนังหรือซีรี่ส์และการฟังเพลงคือกิจกรรมที่เด็กวัยรุ่นชอบมากที่สุด ซึ่ง
อันดับหนึ่งคือการอ่านที่รวมถึงการอ่านหนังสือเรียน, หนังสือการ์ตูน, นวนิยาย, นิตยสาร และหนังสือชนิด
อื่นๆ จึงเป็นโอกาสที่ดีในการที่จะเชิญนักเขียนที่มีชื่อเสียงมาร่วมกิจกรรมในพาวเวอร์เกิลส์เพื่อดึงดูดให้มี
คนมาร่วมกิจกรรมมากขึ้น ซึ่งการที่จะได้ประโยชน์สูงสุดในการโปรโมตองกรณ์ผ่านกิจกรรมการอ่านนั้น
ควรที่จะมีการศึกษาหรือสำรวจเพิ่มเติมเกี่ยวกับชนิดของหนังสือที่เด็กวัยรุ่นสนใจมากที่สุด นอกเหนือจาก
นั้นพาวเวอร์เกิลส์ควรที่จะโปรโมตเพิ่มเติมผ่านสื่อหนังสือนิตยสาร, สื่อวิทยุ และสื่อโทรทัศน์ โดยการโปร
โมตผ่านสื่อวิทยุนั้นเป็นอีกหนึ่งวิธีที่น่าสนใจมากที่สุดเนื่องจากเด็กวัยรุ่นในกรุงเทพมักจะเดินทางไป
โรงเรียนหรือสถานที่ต่างๆด้วยรถยนต์ส่วนตัวจากทางบ้านซึ่งการเดินทางด้วยวิธีนี้มักจะมีการเปิดวิทยุฟัง
ระหว่างเดินทางและนอกเหนือจากนี้การฟังเพลงก็ยังเป็นกิจกรรมที่วัยรุ่นสนใจฉะนั้นจึงเป็นโอกาศในการ
โปรโมตองกรณ์ผ่านสื่อวิทยุ ซึ่งการโปรโมทผ่านวิทยุนี้ไม่ใช่เฉพาะแค่คลื่นเพลงแต่ควรที่จะรวมถึงการโปร
โมตผ่านคลื่นข่าวเนื่องจากคนที่เป็นฝ่ายเลือกคลื่นวิทยุอาจจะเป็นผู้ปกครอง ยิ่งไปกว่านั้นพาวเวอร์เกิลส์
สามารถที่จะโปรโมตตามแหล่งสถานที่เรียนพิเศษเช่น ตึกวรรณศรณ์ และควรที่จะติดต่อเพื่อร่วมมือกับ
สถานที่เรียนพิเศษชื่อดังเพื่อขอส่วนลดหรือสิทธิพิเศษให้แก่สมาชิกของพาวเวอร์เกิลส์เพื่อที่จะดึงดูดให้เด็ก
วัยรุ่นหญิงในกรุงเทพสนใจที่จะเข้าร่วมองกรณ์

5.2 คำแนะนำจากการสำรวจความสนใจของวัยรุ่นหญิงในกรุงเทพมหานคร

คำแนะนำข้อที่1: ให้ความสนใจไปที่ผลิตภัณฑ์ทำความสะอาดร่างกายมากกว่าเครื่องสำอาง

จากการสำรวจพบว่าเด็กในวัย 13 ถึง 19 ส่วนใหญ่ยังไม่มีความสนใจในเครื่องสำอางอย่างที่
คาดหวังเอาไว้ในตอนแรกและผู้ปกครองก็ยังคงไม่อยากให้ลูกของตนแต่งหน้ามากนักในวัยนี้ และจากผล
การสำรวจยังคงพบอีกว่าผู้หญิงในวัยนี้ให้ความสนใจไปที่ผลิตภัณฑ์ทำความสะอาดร่างกายและผลิตภัณฑ์
บำรุงผิวอย่างเช่น แชมพู, เจลอาบน้ำ, แป้ง และครีมกันแดด

นอกจากนั้นพาวเวอร์เกิลส์ควรที่จะจัดหาสินค้าในแบรนด์ที่เป็นที่นิยมอยู่แล้วซึ่งได้จากคำแนะนำ
ของเด็กวัยรุ่นหญิงที่ได้จากการสัมภาษณ์ในบทที่แล้วและหากจะนำเข้าแบรนด์ใหม่ๆเข้ามาขายควรที่จะ
เปรียบเทียบข้อดีข้อเสียกับแบรนด์ที่เป็นที่นิยมอยู่แล้วก่อนจึงนำเข้ามา

คำแนะนำข้อที่2: จัดหาบุคคลที่น่าเชื่อถือและมีความรู้ความสามารถเพื่อที่จะให้สมาชิกได้รู้สึกสะดวกสบาย
ที่จะซื้ออุปกรณ์คุมกำเนิด

ผลจากการสำรวจระบุว่าความกดดันทางสังคมเป็นสาเหตุหลักที่ทำให้วัยรุ่นหญิงไม่กล้าที่จะซื้อ
อุปกรณ์คุมกำเนิดและสินค้าที่น่าอายอื่นๆ และผลลัพธ์จากการสำรวจระบุว่าเด็กวัยรุ่นหญิงไม่สะดวกและไม่
สบายใจที่จะซื้ออุปกรณ์คุมกำเนิดจากเพื่อนหรือคนรู้จักแต่จะสะดวกมากกว่าในการซื้อสินค้าเหล่านี้จาก
แพทย์, เภสัชกรณ์หรือนางพยาบาลที่มีความสามารถและน่าไว้ใจ ซึ่งการจัดสถานที่ที่เหมาะสมในการซื้อ
สินค้าเหล่านี้พร้อมกับบุคคลที่มีความสามารถและน่าไว้ใจนั้นสามารถเป็นหนึ่งในจุดเด่นของพาวเวอร์เกิลส์

คำแนะนำข้อที่3: ใช้บรรจุภัณฑ์ที่สร้างสรรค์, น่ารัก และดูไม่เหมือนอุปกรณ์คุมกำเนิด

อีกหนึ่งวิธีที่น่าสนใจที่จะกำจัดปัญหานี้คือการออกแบบผลิตภัณฑ์บรรจุอุปกรณ์คุมกำเนิดที่น่ารัก,
แปลกใหม่, และน่าสนใจซึ่งดูไม่เหมือนผลิตภัณฑ์คุมกำเนิดอย่างเช่น ภาชนะบรรจุถุงยางอนามัยที่ดูน่ารัก
และดูเหมือนกล่องเครื่องสำอางมากกว่ากล่องถุงยางอนามัย [98] ซึ่งสามารถดึงดูดความสนใจและทำให้
วัยรุ่นรู้สึกสะดวกสบายมากขึ้นในการซื้อและพกพาซึ่งผลิตภัณฑ์ที่ดูน่าสนใจนี้ยังสามารถเพิ่มยอดขายและ
ความต้องการอุปกรณ์คุมกำเนิดได้อีกด้วย

รูปภาพที่ 5.1: ผลิตภัณฑ์บรรจุถุงยางอนามัยที่น่าดึงดูดใจ

นอกจากนั้นในการที่จะลดความกดดันทางสังคมในการซื้ออุปกรณ์คุมกำเนิดนั้นการขายสินค้าควร
ที่จะซื้อได้โดยไม่ต้องถือสินค้ายืนรอเข้าแถวหรือซื้อกับพนักงานแบบซึ่งๆหน้ากันซึ่งวิธีที่จะทำอย่างนี้ได้ก็
คือการขายสินค้าออนไลน์ผ่านเว็ปไซต์ที่น่าเชื่อถือ และพัสดุที่ใช้บรรจุผลิตภัณฑ์นั้นควรที่จะไม่บ่งบอกว่า
สินค้าที่บรรจุอยู่คืออุปกรณ์คุมกำเนิดเพื่อที่จะให้ผู้รับสินค้าไม่รู้สึกอายตอนที่ต้องรับสินค้าจากผู้จัดส่ง

คำแนะนำข้อที่4: จัดกิจกรรมที่หลากหลายซึ่งสามารถเข้าถึงเด็กผู้หญิงวัยรุ่นทุกคน

อีกสิ่งนึงที่สามารถดึงดูดให้วัยรุ่นหญิงในกรุงเทพมหานครมาเข้าร่วมพาวเวอร์เกิลส์คือการจัด
กิจกรรมที่สามารถดึงดูดวัยรุ่นหญิงทุกคนซึ่งมาจากครอบครัวและสถานที่ที่แตกต่างกันซึ่งผลลัพธ์จากการ
สำรวจระบุว่าวัยรุ่นหญิงที่มีอายุต่างกันและมาจากครอบครัวที่แตกต่างกันนั้นมีความสนใจและงานอดิเรก
ตรงกันคือ ฟังเพลง, ดูหนังหรือซีรี่ส์, กินหรือชิมอาหาร, อ่านหนังสือ, ทำอาหาร, ร้องเพลง, เล่นแบตมินตัน,
ว่ายน้ำ และปั่นจักรยาน

5.3) ทดสอบพาวเวอร์เกิลส์คอนเซ็ป

คำแนะนำจากการทดสอบความเป็นไปได้ของชมรมพาวเวอร์เกิลส์

หลังจากที่ได้รวบรวมและวิเคราะห์ข้อมูลที่ได้จากการสัมภาษณ์เกี่ยวกับคอนเซ็ปของพาวเวอร์เกิลส์
แล้วสามารถแบ่งหัวข้อได้เป็น 7 หัวข้อซึ่งก็คือ ความคิดเห็นเกี่ยวกับแบรนด์, โลโก้, การตอบรับโดยทั่วไป,
สินค้า, กิจกรรม, อุปสรรคในการเข้าร่วม, และคำแนะนำเกี่ยวกับพาวเวอร์เกิลส์คอนเซ็ป ซึ่งผลตอบรับที่
ได้มานั้นเป็นคำตอบรับที่มีประโยชน์อย่างสูงในการนำไปพัฒนาพาวเวอร์เกิลส์คอนเซ็ปต่อไป

ความคิดเห็นเกี่ยวกับแบรนด์: ใช้ชื่อพาวเวอร์เกิลส์เหมือนเดิมและสร้างเว็ปไซต์ขององกรณ์

สำหรับชื่อปัจจุบันขององกรณ์ซึ่งก็คือ"พาวเวอร์เกิลส์"นั้นวัยรุ่นหญิงมีความคิดว่าดีอยู่แล้วและ
สามารถสื่อได้ถึงความมีพลังและความแข็งแกร่งของผู้หญิง ซึ่งเป็นการยืนยันว่าสามารถใช้ชื่อนี้ได้
นอกเหนือจากนั้นผลที่ได้จากการสัมภาษณ์ยังระบุว่าวัยรุ่นหญิงที่มีอายุ 17-19 มีความเห็นว่าปัญหาการ
ตั้งครรภ์ในวัยรุ่นนั้นเป็นปัญหาที่ต้องแก้โดยทันทีรวมถึงผู้ปกครองก็ยังคงมีความคิดเห็นเดียวกัน ทุกฝ่ายต่าง

เห็นว่าการพูดถึงการป้องกันการตั้งครรภ์และความรู้เกี่ยวกับเรื่องเพศอื่นๆควรที่จะเป็นหัวข้อที่ไม่น่าอาย และเปิดเผยในการพูดคุย ในขณะที่เด็กผู้หญิงอายุ 13-16 ส่วนใหญ่นั้นรู้สึกอายที่จะพูดคุยเกี่ยวกับหัวข้อนี้ และด้วยเหตุผลนี้วัยรุ่นหญิงและผู้ปกครองมีความเห็นว่าพาวเวอร์เกิลส์ควรจะถูกโปรโมตในนามของบริษัท เพื่อสังคมและมีจุดประสงค์ที่จะลดและมีจุดมุ่งหมายเพื่อที่จะป้องกันปัญหาการตั้งครรภ์ในวัยรุ่นเนื่องจาก จะทำให้วัยรุ่นหญิงมีความสนใจในการรวมกิจกรรมมากขึ้นและยังทำให้ผู้ปกครองเข้าใจปัญหาและ สนับสนุนให้ลูกของตนเข้าร่วมองกรณ์พาวเวอร์เกิลส์ ส่วนเด็กวัยรุ่นหญิงที่รู้สึกไม่สะดวกหรือสบายใจที่จะ ซื้อผลิตภัณฑ์คุมกำเนิดนั้น พาวเวอร์เกิลส์ควรที่จะสร้างเว็ปไซต์ที่ให้ข้อมูลเกี่ยวกับความรู้ทางด้านเพศและ อาจจะรวมถึงมีการขายสินค้าในเว็ปไซต์ได้ด้วย นอกเหนือจากนี้พาวเวอร์เกิลส์ควรที่จะมีพนักงานที่มี ความรู้และถูกฝึกมาอย่างดีเพื่อให้คำปรึกษาเกี่ยวกับเรื่องเพศต่อสมาชิก และให้วิธีติดต่อกับแพทย์หรือเภสัช กรณ์ที่มีความสามารถเพื่อที่จะให้คำปรึกษาต่อไปในอนาคต

คำแนะนำเกี่ยวกับโลโก้: ควรที่จะออกแบบใหม่เพื่อให้มีความน่าดึงดูดมากขึ้น

      สำหรับโลโก้ปัจจุบันของพาวเวอร์เกิลส์นั้นได้รับผลตอบรับที่แตกต่างกันทั้งแง่บวกและแง่ลบ สำหรับในแง่บวกนั้นบางคนมีความคิดเห็นว่าโลโก้ปัจจุบันนั้นน่ารักดีอยู่แล้ว แต่ว่าเสียงตอบรับส่วนใหญ่ นั้นเป็นไปในแง่ลบซึ่งมีความคิดเห็นว่าโลโก้ปัจจุบันนั้นดูน่าเบื่อ, ไม่ดึงดูดใจและดูธรรมดาเกินไป โดยมี ผู้ปกครองคนหนึ่งแนะนำว่าควรที่จะใช้สีเหมือนสายรุ้งแทนที่จะใช้สีชมพูและเทา เนื่องจากมีความหมายถึง การมีความหวังและแรงบันดาลใจซึ่งเป็นสิ่งที่เป็นเป้าหมายของพาวเวอร์เกิลส์ ดังนั้นจึงได้ความคิดเห็น โดยรวมว่าพาวเวอร์เกิลส์ควรที่จะออกแบบโลโก้ใหม่ให้มีความดึงดูดใจมากขึ้น

คำแนะนำจากการตอบรับโดยทั่วไป: พาวเวอร์เกิลส์ควรที่จะหาวิธีอื่นในการรักษาความมั่งคั่งขององกรณ์ อย่างเช่นขายสินค้าออนไลน์หรือขายผ่านร้านสะดวกซื้อแทนที่จะขายตรง

      เนื่องจากส่วนใหญ่ได้การตอบรับจากผู้ให้สัมภาษณ์ว่าพวกเขาไม่ชอบการขายตรงรวมถึงไอเดียที่จะ ให้เด็กวัยรุ่นไปขายตรงกับเพื่อนๆ ฉะนั้นทางพาวเวอร์เกิลส์ควรจะลองนำข้อคิดเห็นนี้ไปพิจารณาเกี่ยวกับ การหาวิธีอื่นที่ดีกว่าการขายตรง และหนึ่งในวิธีที่น่าสนใจในปัจจุบันคือการคือการขายสินค้าออนไลน์ผ่าน อินเตอร์เน็ตซึ่งวิธีนี้น่าจะเป็นการทำให้วัยรุ่นหญิงรู้สึกสะดวกขึ้นในการซื้อสินค้าอีกด้วย ซึ่งการที่จะทำวิธีนี้ ได้นั้นพาวเวอร์เกิลส์ต้องสร้างเวปไซต์ขององกรณ์ที่ซึ่งวัยรุ่นหญิงสามารถพูดคุยถึงปัญหาเกี่ยวกับเรื่องเพศ

และวิธีคุมกำเนิดกันได้อย่ากเหมาะสมและเปิดเผย และในเว็ปไซต์นี้ยังมีการขายสินค้าออนไลน์ของพาว
เวอร์เกิลส์เพื่อให้ผู้สนใจสามารถเข้าชมและเข้าถึงได้อย่างสะดวกแต่เนื่องจากผู้หญิงวัยรุ่นในวัยนี้ส่วนใหญ่
ยังไม่มีบัตรเครดิตเป็นของตนเองในการใช้ซื้อของออนไลน์ ดังนั้นพาวเวอร์เกิลส์ควรที่จะติดต่อและทำงาน
ร่วมกันกับบริษัทที่มีการขายบัตรเติมเงินอย่างแพร่หลายอย่างเช่น ทรูมันนี่ หรือ แร็ปบิตการ์ด และ
นอกเหนือจากการขายของออนไลน์หากพาวเวอร์เกิลส์นำเข้าสินค้าที่ยังไม่มีขายในเมืองไทย ทางองกรณ์
สามารถนำไปเสนอขายในร้านสะดวกซื้ออย่างเช่น เซเว่น-อีเลเว่น ได้ การขายสินค้าที่หลากหลายนี้ยังเป็น
อีกหนึ่งในจุดแข็งที่พาวเวอร์เกิลส์ด้วยเนื่องจากผู้ที่ให้สัมภาษณ์หลายคนชอบไอเดียที่จะนำสินค้าที่น่าสนใจ
มาขายอย่างหลากหลาย

คำแนะนำเกี่ยวกับสินค้า: ควรจะเพิ่มสินค้าจำพวก เสื้อผ้า, หนังสือ, เครื่องประดับ

     สำหรับคำแนะนำเกี่ยวกับสินค้าที่ได้จากการสัมภาษณ์นั้น วัยรุ่นหญิงในทุกๆวัยให้ความคิดเห็นว่า
เป็นเรื่องดีที่มีการขายเครื่องสำอางในองกรณ์แต่ว่ามีหลายเสียงที่แนะนำจากวัยรุ่นในวัยเด็กว่าควรที่จะมี
เสื้อผ้าที่ทันสมัยขายด้วย และก็ยังมีอีกหลายเสียงที่แนะนำให้มีการขายหนังสือเพื่อดึงดูดผู้คนที่รักการอ่าน
นอกจากนั้นควรที่จะมีขายสินค้าพวกเครื่องประดับที่สามารถใช้ได้ในชีวิตประจำวัน ส่วนทางฝ่ายผู้ปกครอง
นั้นมีความคิดเห็นว่าการขายผลิตภัณฑ์เครื่องสำอางนั้นไม่ใช่สิ่งที่จำเป็นสำหรับเด็กในวัยนี้ แต่ผู้ปกครองมี
ความคิดเห็นตรงกันว่าควรจะเพิ่มสินค้าพวกเครื่องประดับและของฝากน่ารักๆ ฉะนั้นพาวเวอร์เกิลส์ควรให้
ความสำคัญกับสินค้าพวกเครื่องประดับมากกว่าเครื่องสำอาง

คำแนะนำเกี่ยวกับกิจกรรม: ควรจัดกิจกรรมเกี่ยวกับสุขภาพและมีสถานที่ตั้งเป็นหลักเป็นแหล่ง

     สำหรับคำแนะนำเกี่ยวกับกิจกรรมในองกรณ์นั้น มีหลายฝ่ายเห็นตรงกันว่าการจัดกิจกรรมที่
หลากหลายเป็นวิธีที่ดีและสามารถดึงดูดให้คนเข้าร่วมองกรณ์ได้มากขึ้น และกิจกรรมที่ผู้คนส่วนใหญ่ให้
ความสนใจนั้นคือกิจกรรมที่เกี่ยวกับสุขภาพและกีฬา และจากผลสำรวจที่ได้ในบทที่2นั้นยังคงเห็นได้ว่า
กิจกรรม ว่ายน้ำ, เล่นแบตมินตัน และ การปั่นจักรยานนั้น ได้รับความสนใจอย่างทั่วถึงจากวัยรุ่นหญิงใน
กรุงเทพมหานคร และคำแนะนำที่ได้มาจากผู้ปกครองคือควรเป็นกิจกรรมที่ไม่มีอันตรายและ ไม่เสี่ยงภัย

เพราะว่ามีเด็กวัยรุ่นที่อายุยังไม่เยอะอยู่ด้วย และยังเห็นด้วยกับการที่จะทอดแทรกความรู้เกี่ยวกับเพศศึกษา ลงไปในกิจกรรม จากความคิดเห็นโดยรวมที่ได้มานั้น พาวเวอร์เกิลส์ควรที่จัดกิจกรรมเกี่ยวกับสขภาพและ กีฬาและหลีกเลี่ยงหรือยกเลิกที่จะจัดกิจกรรมที่อาจจะก่อให้เกิดอันตรายแก่ผู้เข้าร่วม นอกเหนือจากสิ่งที่ได้ กล่าวมาอีกสิ่งหนึ่งที่สำคัญคือการที่ควรจะมีสถานที่ที่เป็นหลักเป็นแหล่งในการจัดกิจกรรมเล็กๆหรือนัด ชุมนุมกัน เนื่องจากจะไม่เป็นการสะดวกมากนักหากทุกครั้งที่มีกิจกรรมหรือการชุมนุมแล้วจะต้องหา สถานที่ใหม่ๆเสมอ และยังไม่เป็นการสะดวกหากจะมีการพูดถึงเรื่องเพศกันในสถานที่โจ่งแจ้ง

คำแนะนำเกี่ยวกับอุปสรรคในการเข้าร่วมองกรณ์: ควรจะจัดกิจกรรมในเวลาที่เหมาะสมและสะดวกที่สุดแก่ สมาชิก

        ผลลัพธ์จากการสัมภาษณ์วัยรุ่นหญิงและผู้ปกครองนั้นระบุว่าสิ่งสำคัญที่สุดที่เป็นปัญหาในการเข้า ร่วมองกรณ์คือเรื่องเวลาและการอณุญาติให้มาของผู้ปกครองเนื่องจากความเป็นห่วง จากการสัมภาษณ์มี ผู้ปกครองบางคนระบุว่าเขาจะไม่อนุญาติให้ลูกสาวของตนพูดคุยเกี่ยวกับเรื่องเพศสัมพันธ์เนื่องจากจะนำไป สู่ลู่ทางที่ผิด ฉะนั้นพาวเวอร์เกิลส์ควรที่จะให้ข้อมูลและพูดคุยให้ทุกฝ่ายเข้าใจถึงจุดประสงค์ขององกรณ์เพื่อ ลดความเป็นห่วงของผู้ปกครอง และกิจกรรมที่จะจัดควรจะเป็นช่วงเวลาที่ทุกฝ่ายสะดวกตามที่ได้ระบุไว้ใน หัวข้อ 5.1

คำแนะนำจากเด็กวัยรุ่นหญิงและผู้ปกครองที่ถูกสำภาษณ์: พาวเวอร์เกิลส์ควรจะโฆษณาให้มากขึ้นเพื่อจะได้ เป็นที่รู้จักและน่าไว้ใจ

        จากการสัมภาษณ์นั้นมีหลายคนระบุตรงกันว่าควรที่จะทำการโฆษณาในจุดที่สามารถเข้าถึง กลุ่มเป้าหมายได้เพื่อที่จะให้เป็นที่รู้จักและเป็นที่น่าไว้ใจต่อทุกๆฝ่าย และยังสามารถดึงดูดให้มีคนสนใจเข้า ร่วมองกรณ์มากขึ้น นอกเหนือจากนี้ควรมีบุคคลที่มีความสามารถและน่าไว้ใจในองกรณ์เพื่อที่จะให้ข้อมูล และตอบคำถามข้อสงสัยเกี่ยวกับองกรณ์พาวเวอร์เกิลส์ได้อย่างถูกต้องและน่าไว้ใจ จากการสัมภาษณ์นั้นเด็ก วัยรุ่นหญิงอายุระหว่าง 13-16 ปีมีความกังวลเกี่ยวกับความปลอดภัยในการเข้าร่วมกิจกรรมในขณะที่วัยรุ่น หญิงอายุ 17-19นั้นกังวลเกี่ยวกับว่าจะได้รับความรู้และความสามารถที่ดีพอหรือไม่ อีกหนทางหนึ่งที่จะทำ ให้เป็นที่รู้จักได้ก็คือการที่มีคนที่มีชื่อเสียงและเป็นที่รู้จักในสังคมมาเข้าร่วมองกรณ์เพื่อดึงดูดผู้คน และพาว เวอร์เกิลส์ยังคงต้องสรรหาบุคคลอื่นๆที่มีความสนใจและความสามารถมาร่วมองกรณ์ให้ได้มากที่สุดและ

พาวเวอร์เกิลส์ต้องสามารถรับรองความปลอดภัยแก่สมาชิกทุกๆคนที่เข้าร่วมกิจกรรมได้และต้องจัด
กิจกรรมที่สามารถให้ความรู้และความสามารถที่จะนำไปใช้ในชีวิตประจำวันได้จริงๆ

คำแนะนำจากพวกเราทีม SSP4:

       หลังจากที่พวกเราได้ทำการสัมภาษณ์และนำข้อมูลที่ได้รับไปวิเคราะห์แล้วพวกเราได้มีการประชุม
ร่วมกันเพื่อที่จะสร้างคำแนะนำที่น่าจะเป็นประโยชน์ต่อพาวเวอร์เกิลส์ดังนี้

1.) สถานที่ในการจัดกิจกรรม

       ในมุมมองของพวกเรานั้นการที่จะหาสถานที่ในการจัดกิจกรรมใหม่ในทุกๆครั้งที่จัดกิจกรรมเป็น
สิ่งที่สร้างความไม่สะดวกให้กับทั้งผู้จัดกิจกรรมและผู้เข้าร่วมกิจกรรม รวมทั้งการพูดคุยเกี่ยวกับปัญหาเรื่อง
เพศไม่ใช่สิ่งที่สามารถทำได้อย่างสะดวกในที่สาธารณะเช่น ร้านกาแฟ ดังนั้นพวกเราจึงมีความเห็นว่าพาว
เวอร์เกิลส์ควรที่จะมีสถานที่ของตัวเองที่เป็นหลักเป็นแหล่งซึ่งควรจะเป็นสถานที่ที่มีพื้นที่ใช้สอยและมี
ความสะดวกสบาย

2.) บอกถึงจุดประสงค์ของพาวเวอร์เกิลส์

       ก่อนที่เราจะจัดกิจกรรมใดๆนั้นผู้ที่เราเชิญมาเข้าร่วมกิจกรรมและผู้ที่มาร่วมกิจกรรมทุกคนควรที่จะ
รู้ถึงจุดประสงค์ที่แท้จริงของกิจกรรมก่อนว่าเราจะมีการให้ความรู้เกี่ยวกับเรื่องเพศและจะมีการพูดคุยกัน
เกี่ยวกับเรื่องเพศ เพราะว่าถ้าผู้ที่มาเข้าร่วมกิจกรรมไม่รู้ถึงจุดประสงค์นี้ เมื่อถึงเวลาที่เราจะพูดคุยเกี่ยวกับ
เรื่องเพศจะทำให้ผู้เข้าร่วมคนนั้นรู้สึกไม่สบายใจและทำให้ไม่อยากเข้าร่วมกิจกรรมอื่นๆที่พาวเวอร์เกิลส์จะ
จัดในอนาคตและจะส่งผลเสียต่อพาวเวอร์เกิลส์ในระยะยาว

3.) ใช้โซเชียล เน็ตเวิร์คและการจัดซุ้มกิจกรรมในการโปรโมตพาวเวอร์เกิลส์

       ทุกวันนี้เราจะเห็นได้ว่าเด็กวัยรุ่นทุกๆคนมีมือถือเป็นของตัวเองและเข้าถึงข่าวสารในอินเตอร์เน็ต
ตลอดเวลาซึ่งรวมถึงการใช้โซเชียลเน็ตเวิร์ค ดังนั้นพาวเวอร์เกิลส์ควรที่จะมีเพจของตัวเองในโซเชียล
เน็ตเวิร์คชื่อดังอย่างเช่น เฟสบุ๊ค (Facebook) และ อินสตาแกรม (Instragram) ซึ่งเพจที่ถูกสร้างขึ้นนี้จะทำให้
ผู้ที่ติดตามเพจสามารถได้รู้ถึงข้อมูล ข่าวสาร และตารางเวลาในปัจจุบันของพาวเวอร์เกิลส์อย่างทั่วถึง
นอกจากนั้นแล้วสำหรับคนที่รู้สึกอายในการพูดคุยปัญหาเรื่องเพศจะสามารถติดต่อสอบถามข้อมูล, ความรู้

และวิธีแก้ปัญหากับพาวเวอร์เกิลส์ได้โดยการใช้โซเชียลเน็ตเวิร์คอย่างเช่น ไลน์ (Line) หรือ เฟสบุ๊ค
(Facebook)

อีกวิธีหนึ่งที่น่าสนใจคือการจัดซุ้มกิจกรรมซึ่งอณุญาติให้เด็กวัยรุ่นหญิงมาทำกิจกรรมที่น่าสนใจ
ฟรีๆ อย่างเช่นการให้ฝึกทำตุ๊กตาด้วยมือ ซึ่งหลังจากที่ให้เข้าร่วมกิจกรรมแล้วก็สามารถขอช่องทางการ
ติดต่อในอนาคตเพื่อที่จะให้ข้อมูลเกี่ยวกับพาวเวอร์เกิลส์และกิจกรรมที่จะจัดในครั้งต่อไป

4.) ทำให้กิจกรรมพาวเวอร์เกิรลไปอยู่ในกิจกรรมของโรงเรียน

จากการที่สัมภาษณ์มานั้นมีเด็กวัยรุ่นหญิงส่วนหนึ่งให้ความคิดเห็นว่าจะเข้าร่วมพาวเวอร์เกิลส์หา
กองกรณ์ก่อตั้งขึ้นแต่ว่าคำตอบในด้านบวกนี้อาจจะเกิดขึ้นจากความเกรงใจ ดังนั้นพวกเราจึงมีความเห็นว่า
หากพาวเวอร์เกิลส์ก่อตั้งขึ้นมาและมีคนเข้าร่วมจำนวนน้อย พาวเวอร์เกิลส์ควรที่จะติดต่อขอความร่วมมือ
จากโรงเรียนต่างๆเพื่อขอให้การเข้ากิจกรรมในพาวเวอร์เกิลส์เป็นส่วนหนึ่งในคะแนนของวิชาสุขศึกษา
เพราะว่าทางองกรณ์พาวเวอร์เกิลส์มีจุดมุ่งหมายที่จะช่วยแก้ไขปัญหาการตั้งครรภ์ในวัยเด็ก และหลังจาก
ที้วัยรุ่นหญิงเข้าร่วมกิจกรรมที่น่าดึงดูดใจของพาวเวอร์เกิลส์แล้ววัยรุ่นหญิงเหล่านั้นอาจจะอยากเข้าร่วม
กิจกรรมของพาวเวอร์เกิลส์ต่อไปในอนาคต

5.) พาวเวอร์เกิลส์คอนเซ็ปกับวัยรุ่นหญิงในกรุงเทพมหานคร

พาวเวอร์เกิลส์คอนเซ็ปในปัจจุบันที่ถูกคิดค้นมาโดยมูลนิธิ นั้นไม่สามารถที่จะประสบความสำเร็จ
ในกรุงเทพได้ด้วยข้อจำกัดหลายๆด้าน ผลที่ได้จากการสัมภาษณ์ระบุว่า เด็กวัยรุ่นหญิงทุกคนจะเรียนที่
โรงเรียนเสร็จในเวลา 16.00 น. และหลายๆคนต้องไปเรียนพิเศษต่อ ซึ่งในวันหยุดก็ยังมีวัยรุ่นหญิงหลายคน
ที่ต้องเรียนพิเศษซึ่งเป็นการบอกถึงปัญหาทางด้านเวลา นอกจากนั้นเมื่อวัยรุ่นหญิงมีเวลาว่าง กิจกรรมส่วน
ใหญ่ที่ทำคือกิจกรรมที่ทำคนเดียวส่วนตัว อย่างเช่น ฟังเพลง, ดูหนัง, อ่านหนังสือ นอกจากนั้นผู้ปกครองก็
ไม่อยากที่จะให้ลูกสาวของตนเองกลับบ้านช้าเพราะว่าจะทำให้เป็นห่วงและยังมีผู้ปกครองบางคนไม่
อณุญาติให้ลูกสาวของตนพูดคุยเกี่ยวกับเรื่องเพศ ยิ่งไปกว่านั้นทั้งเด็กวัยรุ่นหญิงแลผู้ปกครองใน
กรุงเทพมหานครให้ความเห็นตรงกันว่าพวกเขามีความคิดในแง่ลบกับการขายตรง ซึ่งในตอนแรกนั้นพีเอส
ไอ มีความคิดว่าการซื้อสินค้าวัยรุ่นและอุปกรณ์คุมกำเนิดจากคนที่รู้จักนั้นจะทำให้วัยรุ่นหญิงรู้สึกสบายใจ
มากขึ้นแต่ผลลัพธ์ที่ได้จากการสัมภาษณ์นั้นเป็นไปในทางตรงกันข้าม วัยรุ่นหญิงรู้สึก ไม่สบายใจที่จะซื้อ
สินค้าทุกชนิดจากคนรู้จักของตน

ดังนั้นในพื้นที่กรุงเทพมหานครนั้นพาวเวอร์เกิลส์สามารถประสบความสำเร็จได้ด้วยวิธีอื่น
อย่างเช่นการจัดกิจกรรมที่ให้ความรู้เกี่ยวกับเรื่องเพศในโรงเรียนและสถานที่ท่องเที่ยวต่างๆและให้ช่องทาง
การติดต่อกับพาวเวอร์เกิลส์ไปกับผู้เข้าร่วมกิจกรรม เผื่อว่าผู้เข้าร่วมคนนั้นอยากที่จะร่วมกิจกรรมต่อไปของ
พาวเวอร์เกิลส์ และองกรณ์พาวเวอร์เกิลส์สามารถที่จะมีความมั่นคงทางการเงินได้จากการขายสินค้าวัยรุ่น
และอุปกรณ์คุมกำเนิดในบรรจุภัณฑ์ที่น่ารักและสร้างสรรค์[98] และนำสินค้าเหล่านี้ไปขายออนไลน์โดย
การสร้างเว็ปไซต์ที่น่าเชื่อถือและน่าดึงดูดใจ [99]

อย่างไรก็ตามคอนเซ็ปพาวเวอร์เกิลส์ในปัจจุบันอาจจะประสบความสำเร็จได้ในต่างจัดจัดซึ่งเป็น
สถานที่ที่วัยรุ่นหญิงมีความคิดและมีชีวิตประจำวันที่แตกต่างกับคนกรุงเทพ โดยคนต่างจังหวัดอาจจะมี
ความคิดในแง่บวกกับการขายตรงและเห็นว่าเป็นอีกหนึ่งช่องทางในการหารายได้เสริมด้วยตัวเอง ดังนั้น
ควรที่จะมีการทดสอบพาวเวอร์เกิลส์คอนเซ็ปต่อไปในพื้นที่ต่างจังหวัดที่มีอัตราการตั้งครรภ์ในวัยรุ่นสูงเพื่อ
สังเกตุว่าจะสามารถนำพาวเวอร์เกิลส์คอนเซ็ปไปใช้ในพื้นที่นั้นได้หรือไม่ การทดสอบนี้อาจจะไม่ใช่แค่
การสัมภาษณ์แต่อาจจะรวมถึงการกิจกรรมให้เด็กเข้าร่วมจริงๆและดูผลตอบรับที่ได้จากการจัดกิจกรรม

5.4 ข้อจำกัดของผลลัพธ์ที่ได้

การที่จะทำให้งานนี้สมบูรณ์นั้น ควรจะมีการพูดถึงความผิดพลาดหรือสิ่งที่อาจจะก่อให้เกิดการ
ลำเอียงจากผลการสำรวจ หรือส่วนประกอบอื่นๆที่อาจจะทำให้เกิดการผิดพลาดและไม่แม่นยำของข้อมูลที่
ได้รับ

เนื่องด้วยเวลาที่จำกัดในการทำงานทำให้สถานที่ที่ไปสัมภาษณ์ส่วนใหญ่นั้นเป็นแหล่งศูฯการค้าที่
มีผู้คนมากมายมารวมตัวกันจากโรงเรียนที่แตกต่างกันซึ่งทำให้ผลที่ได้นั้นระบุว่าศูนย์การค้าคือแหล่งที่เด็ก
วัยรุ่นในกรุงเทพมหานครชอบมามากที่สุด ส่วนกิจกรรมที่ผู้ถูกสัมภาษณ์ชอบทำก็มักจะเป็นการ เลือกซื้อ
สินค้าและเที่ยวกับเพื่อนๆ และผลที่ได้ก็ยังคงระบุว่ามีคนไม่มากนักที่ชอบอยู่ที่บ้านซึ่งอาจจะเป็นผลลัพธ์ที่
ลำเอียงจากการสัมภาษณ์ในห้างสรรพสินค้า นอกเหนือจากนั้นการที่เลือกผู้สัมภาษณ์แบบสุ่มอาจจะทำให้
ได้ข้อมูลมาอย่างไม่ครอบคลุมมากนักเนื่องจากอาจจะไปสัมภาษณ์แต่ผู้คนที่มีความเห็นคล้ายๆกันเท่านั้น

เพื่อที่จะหลีกเลี่ยงปัญหานี้ได้ควรที่จะสัมภาษณ์บุคคลกลุ่มเป้าหมายให้มากขึ้นและสัมภาษณ์ผู้คนในหลายๆ สถานที่ และ โรงเรียนที่แตกต่างกันเพื่อที่จะให้ผลลัพธ์ครอบคลุมกลุ่มเป้าหมายอย่างทั่วถึง

จากการแบ่งแยกกลุ่มวัยรุ่นหญิงโดยการใช้ความแตกต่างทางด้านอายุและความแตกต่างทางด้าน รายรับของครอบครัวทำให้สามารถแบ่งกลุ่มวัยรุ่นหญิงที่สัมภาษณ์ได้ออกเป็น 6 กลุ่ม ก่อให้เกิดมีจำนวน ประชากรต่อกลุ่มน้อยอย่างเช่น มีวัยรุ่นหญิงอายุ 16-19 ที่มาจากครอบครัวที่มีรายรับน้อยอยู่แค่ 6 คน ซึ่ง การจะกำจัดปัญหานี้ได้นั้นต้องมีการสัมภาษณ์ประชากรในกลุ่มนี้เพิ่มขึ้นต่อไป

สุดท้ายนี้อีกหนึ่งเหตุผลที่จะทำให้เกิดผลลัพธ์ที่ผิดพลาดคือ ผู้ถูกสัมภาษณ์บางคนอาจจะเข้าใจผิด เกี่ยวกับแบบสอบถามหรือคำถามที่ได้รับซึ่งก่อให้เกิดความผิดพลาดและไม่แม่นยำของคำตอบที่ได้ ซึ่ง ปัญหานี้สามารถแก้ไขได้โดยการอธิบายคำถามและข้อมูลอย่างละเอียดก่อนที่จะให้เริ่มทำแบบสอบถามหรือ เริ่มตอบคำถาม

5.5 บทสรุป

จากคำแนะนำในหัวข้อ 5.1 นั้นได้มีการแนะนำเกี่ยวกับการจัดกิจกรรมที่เหมาะสมในสถานที่และ เวลาที่เหมาะสมและสะดวก นอกเหนือจากนี้ยังมีการแนะนำถึงกิจกรรมที่จะสามารถช่วยแก้ไขปัญหาของ กลุ่มสมาชิกเป้าหมายและให้ความสนุกสนาน สำหรับในหัวข้อ 5.2 ได้มีการแนะนำเกี่ยวกับกิจกรรม, สินค้า, แบรนด์ และสินค้าที่วัยรุ่นหญิงรู้สึกไม่สะดวกหรือไม่สบายใจที่จะซื้อ และยังมีการแนะนำว่าใครคือบุคคลที่ วัยรุ่นหญิงรู้สึกสบายใจที่จะซื้ออุปกรณ์คุมกำเนิดด้วย สำหรับหัวข้อ 5.3 ได้มีการแนะนำเกี่ยวกับวิธีที่จะ พัฒนาคอนเซ็ปของอองกรณ์พาวเวอร์เกิลส์จากการตอบรับของวัยรุ่นหญิงและผู้ปกครอง

และสุดท้ายนี้เราจะเห็นได้ว่าปัญหาการตั้งครรภ์ในวัยรุ่นนั้นเป็นปัญหาระดับประเทศและใน ประเทศไทยนั้นอัตราการตั้งครรภ์ในวัยรุ่นสูงขึ้นทุกๆปี บางคนอาจจะคิดว่านี้เป็นปัญหาที่ห่างไกลจากตัว เราแต่ในความเป็นจริงนั้นนี่เป็นปัญหาที่เกี่ยวข้องกับคนทุกคนในสังคม หากปัญหาที่เกิดขึ้นกับคนใน ครอบครัวหรือคนรอบข้างของคุณ คุณจะรับมือกับปัญหาและความเจ็บปวดในจิตใจนี้ได้อย่างไร ปัญหานี้ ไม่ได้แค่ส่งผลกระทบต่อสังคมเล็กๆรอบตัวเราแต่ยังส่งผลถึงประเทศชาติซึ่งจะทำให้เป็นสถานที่ที่ไม่น่าอยู่ สำหรับคนรุ่นต่อไปฉะนั้นการช่วยเหลือเล็กๆน้อยๆจากทุกฝ่ายจะช่วยทำให้สามารถก่อให้เกิดการลดลงของ ปัญหานี้ได้ และวัยรุ่นทุกๆคนควรมีความคิดเก็บไว้ในใจว่าความสุขชั่ววูบจากการมีเพศสัมพันธ์ที่ไม่มีการ

ปกกันที่ถูกต้องนั้นอาจจะทำลายชีวิตทั้งหมดที่เหลืออยู่ของตน และปัญหานี้ไม่ใช่ส่งผลกระทบถึงตัวเราเอง แต่จะส่งผลถึงทุกคนในสังคม ฉะนั้นจากการศึกษาและสำรวจของพวกเราในงานนี้ พวกเราหวังเป็นอย่างยิ่ง ว่าคำแนะนำที่ได้แนะนำไปจะสามารถช่วยมูลนิธิพีเอสไอในการวางแผนและจัดการบริหารองกรณ์พาวเวอร์ เกิลส์ซึ่งจะเป็นอีกหนึ่งองกรณ์ที่จะช่วยลดปัญหาการตั้งครรภ์ในวัยรุ่นและช่วยสร้างความเข้มแข็งและความ มั่นใจต่อวัยรุ่นหญิงในประเทศไทยได้ต่อไปในอนาคต

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Appendices

Appendix A: Discussion guide for Objective 1

1.) Demographics data

What is your name? How old are you? Where do you study? What do you study?

ขอทราบชื่อ อายุ และ เรียนที่ไหน สายอะไร/คณะอะไร?

How long have you been studying about health education?

เรียนวิชาสุขศึกษามานานกี่ปี?

Where do you live currently? Where were you born? Where are you from (hometown)?

ตอนนี้อาศัยอยู่ที่ไหน? เกิดที่ไหน? โตที่ไหน?

Who are you living with? Your family, relatives, or alone?

ตอนนี้อาศัยอยู่กับใคร? พ่อแม่/ญาติ/อยู่คนเดียว (ถ้าอยู่คนเดียว พักที่ไหน?)

What is your parents' occupation?

พ่อแม่ / ผู้ปกครองทำงานอะไร?

How much do your parents earn each month?

พ่อแม่ / ผู้ปกครอง ได้รับรายได้ต่อเดือนประมาณเท่าไหร่?

How much allowance do you get from your parents?

ไม่ทราบว่าได้รับค่าขนม / ค่ากินอยู่เดือนละเท่าไหร่?

Do you have any boyfriend?

มีแฟนหรือยัง?

2.) Psychographics data
Describe your typical weekday and weekend?

ช่วงวันธรรมดาหลังเลิกเรียนทำอะไร? วันหยุดเสาร์-อาทิตย์ทำอะไร?

How do you feel about what you do in daily life?

รู้สึกอย่างไรกับชีวิตประจำวัน?

What time do you wake up, go to study, finish school?

ปกติตื่นกี่โมง? ไปเรียนกี่โมง? เลิกเรียนกี่โมง?

How do you go to study?

ไปเรียนยังไง?

What are your hobbies?

งานอดิเรกชอบทำอะไร? ที่ไหน?

What are your favorite things to do? Who do you do them with? Friends, family, or alone? (ex. listening to music, watching movie)

ชอบทำอะไร? กับใคร (พ่อแม่, เพื่อน, คนเดียว) เช่น: ฟังเพลง ดูหนัง ไปคาราโอเกะ

Where do you like to go? Is there any place you want to go in Thailand but have not had a chance to?

ปกติชอบไปเที่ยวที่ไหน? มีที่ในเมืองไทยที่อยากไปแต่ไม่เคยไปไหม?

Who do you like to spend time with? Friends, family, or alone?

ชอบใช้เวลาร่วมกับใคร?(เพื่อน, ครอบครัว, คนเดียว)

What topics do you like to share with your friends?

ชอบคุยกับเพื่อนเรื่องไหน?

Topic that you usually share among your friends (Choose three choices)

เรื่องที่ชอบเล่า / แชร์ให้เพื่อนฟังมากที่สุด? (เลือกสามข้อ)

- Actors

  ดารา

- Life problem

  ปัญหาชีวิต

- Love life

  เรื่องความรัก

- Education life

  เรื่องเรียน

- Movie

  หนัง

- Sex

  เรื่องเพศ

- Fashion

  แฟชั่น

- Sport and fitness

  เรื่องกีฬาและฟิตเนส

- Others …………………………………………………..(Please indicate)

  อื่นๆ ……. กรุณาระบุ

How would you describe your personality? Do you think you are a confident person? What makes you feel confident?

ส่วนตัวแล้วคิดว่าตัวเองนิสัยเป็นอย่างไร? รู้สึกว่าตัวเองเป็นคนที่มีความมั่นใจรึเปล่า? อะไรที่ทำให้คิดว่าตัวเองเป็นคนมีความมั่นใจในตัวเอง?

What do you want to do or be when you grow up? Any career goal or life goal?

อยากทำอะไรในอนาคต? มีอาชีพในฝันไหม? มีเป้าหมายชีวิตไหม?

How do you feel about your area of study?

คิดอย่างไรกับแผนก / คณะที่ตัวเองกำลังศึกษาอยู่?

Do you have any inspiration/idols in life?

มีใครเป็นแรงบันดาลใจในชีวิต / มีไอดอลไหม?

What is important to you?

คิดว่าอะไรในชีวิตสำคัญสำหรับคุณ?

What are your anxieties, concern, worries or insecurity? What make you feel unhappy?

อะไรที่ทำให้รู้สึกกังวลหรือเป็นห่วง? ทำให้รู้สึกไม่สบายใจ?

Situation that make you worry insecurity or unhappy

- Low academic grade

  เกรดตก / ไม่ดี

- Family conflict

  ปัญหาทางบ้าน / ครอบครัว

- Couple conflict

  ปัญหาเรื่องแฟน

- Friend conflict

ปัญหาเรื่องเพื่อน

- Teacher conflict

  ปัญหาเรื่องอาจารย์

- Bad physical appearance ex. Obesity, acne..

  ปัญหาเกี่ยวกับลักษณะภายนอกของตัวเอง

- Dirtiness

  ปัญหาเรื่องความสกปรก

- Financial problem

  ปัญหาเรื่องเงิน

- Loneliness

  รู้สึกเหงา / โดดเดี่ยว

- Unhealthy condition

  ปัญหาเรื่องสุขภาพ

- Others ……………………………………………… (Please indicate)

  อื่นๆ …….. กรุณาระบุ

How do you deal with life's problems? Who do you talk to when you have problems?

แก้ปัญหาที่เกิดขึ้นในชีวิตอย่างไร? เวลามีปัญหาปรึกษาใคร?

Lastly, describe yourself in three words…

สุดท้ายแล้ว ขอสามคำให้กับตัวเอง

Appendix B: Questionnaire form for Objective 2

"This questionnaire is made by the students in faculty of science, Chulalongkorn University, the data collected from this questionnaire will be used in the research for solving Thai teenagers' problem."

Current address: Hometown :

School type:

☐International   ☐Private (coeducation)   ☐Private (girls only)

☐Public (coeducation)   ☐Public (girls only)   ☐Vocational

Family income (per month)

☐ Lower than 20,000   ☐20,000-100,000   ☐Higher than 100,000

Monthly allowance

☐ Lower than 1,000   ☐1,000-3,000   ☐3,000-6,000

☐ Higher than 6,000

Please create ✔ sign to indicate your opinion in these topics (5-most interesting, 1- least interesting).

Products	5	4	3	2	1
Lipstick					
Brush on					
Eye-liner					
Mascara					
Purfume					
Powder					
Lipliners					
Eyebrow pencil					
BB-cream					
Contact lens					
List of skin care product					
Acne cream					
Sunscreen					

Make-up remover					
Oil remover film					
List of health care product					
Shampoo					
Panty liner					
Contraceptives					

Please list the brand of stationary that you use.

1)………………   2)………………   3)………………

Other products

1)………………   2)………………   3)………………

Please ranking your three most interesting products and indicate the brand and affordable price.

Type of product   Using brand   Favourite brand   Affordable price

First rank: ....…………

Second rank: ....…………

Third rank: ....…………

Please create ✔ sign to indicate your opinion in these topics.

Activities	5	4	3	2	1
Beauty					
Make up session					
Hair cutting					
Spa					
Nail spa and painting					
Sport					
Fitness					
Jogging and running					

Yoga					
Boxing					
Badminton					
Tennis					
Swimming					
Golf					
Gun shooting					
Outdoor activities					
Rock climbing					
Biking					
Go-kart					
Horse riding					
Indoor activities					
Cooking					
Singing					
Dancing					
Drawing					
Art and craft					
Eating					
Reading					
Shopping					
Watching movies/series					
Listening to music					
Ice skating					
Career advice					

Others activities :

……………………………………………………………………………………….

Please ranking your three most interesting activities

First rank : ………………………………………………………………...

Second rank: …………………………………………………………………

Third rank : …………………………………………………………………..

Please create ✔ sign to indicate your opinion in list of products that you feel embarrass or uncomfortable to buy (5-most uncomfortable, 1-comfortable)

Product	5	4	3	2	1
Contraceptives					
Panty liners					
Innerwear					
Tampons					
Pregnancy test					
Razor					
Roll-on					

Others (please indicate) : …………………………………….................

Please rank the place where you would feel most comfortable in getting family planning products from

(12 = very comfortable ; 1 = least comfortable)

Place	Point (1-12)
School nurse	………………
Nurse in a private sector clinic	………………
A nurse, who has been trained to respect girls needs	………………
Any pharmacy	………………
A pharmacy who has been trained to repect girls needs	………………
Family's doctor	………………
Any doctor	………………
A doctor who has been trained to respect girls needs	………………
An older female	………………

An older male   ………………

A female friend   ………………

A male friend   ………………

แบบสอบถามเพื่อสำรวจความสนใจของเด็กวัยรุ่นหญิงไทย

"แบบสอบถามนี้สำรวจโดยนิสิตระดับปริญญาตรี หลักสูตรนานาชาติ คณะวิทยาศาสตร์ จุฬาลงกรณ์มหาวิทยาลัยข้อมูลที่ได้จากแบบสอบถามนี้จะถูกนำไปวิเคราะห์ในงานวิจัยเพื่อแก้ไขปัญหาของ ผู้หญิงวัยรุ่นไทย ซึ่งเป็นส่วนหนึ่งของวิชา Interactive Science and Social Science Project"

กรุณาเติมข้อความในช่องว่างเพื่อระบุข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

อายุ :

ที่อยู่ปัจจุบัน (เขต/แขวง) :　　　　　　　　　　　　　　สถานที่กำเนิด :

กรุณาทำเครื่องหมาย ✔ แสดงความคิดเห็นเกี่ยวกับหัวข้อต่อไปนี้

ประเภทของโรงเรียนที่ศึกษาอยู่

☐ นานาชาติ 　　　　　　☐ เอกชน (สหศึกษา) 　　　　　☐ เอกชน (หญิงล้วน)

☐ รัฐบาล (สหศึกษา) 　　　☐ รัฐบาล (หญิงล้วน) 　　　　☐ สายอาชีพ

รายได้ครอบครัว (ต่อเดือน)

☐ ต่ำกว่า 20,000 　　　　☐ 20,000-100,000 　　　　☐ มากกว่า 100,000

รายได้จากผู้ปกครอง (ต่อเดือน)

☐ ต่ำกว่า 1,000 　　　　☐ 1,000-6,000 　　　　☐ มากกว่า 6,000

กรุณาทำเครื่องหมาย ☑ แสดงความคิดเห็นเกี่ยวกับหัวข้อต่อไปนี้

รายการเครื่องสำอางและผลิตภัณฑ์เพื่อความงาม

ผลิตภัณฑ์	ระดับความสนใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด

รายการเครื่องสำอาง					
ลิปสติก					
ที่ปัดแก้ม					
ที่กรีดตา					
มาสคาร่า					
ดินสอเขียนคิ้ว					
แป้ง					
บีบี-ครีม					
ครีมแต้มสิว					
ครีมกันแดด					
คอนแทคเลนส์					
น้ำหอม					
ที่เช็ดเครื่องสำอาง					
กระดาษซับมัน					
รายการผลิตภัณฑ์เพื่อสุขภาพ					
เจลอาบน้ำ					
ยาสระผม					
ผ้าอนามัย					
อุปกรณ์คุมกำเนิด					

โปรดระบุยี่ห้ออุปกรณ์การเรียนที่ใช้

1)…………………   2) …………………   3) …………………

หากน้องๆสนใจผลิตภัณฑ์อื่นๆนอกเหนือจากที่ระบุเอาไว้ โปรดให้ข้อมูล

1)…………………   2) …………………   3) …………………

กรุณาเรียงลำดับผลิตภัณฑ์ 3 ชนิดที่สนใจมากที่สุด พร้อมระบุยี่ห้อที่ใช้และยี่ห้อที่ชื่นชอบ

* (ผลิตภัณฑ์ใดก็ได้ที่ระบุไว้ในแบบสอบถามนี้ หรือผลิตภัณฑ์อื่นๆที่ที่น้องสนใจ) *

	ประเภทของผลิตภัณฑ์	ยี่ห้อที่ใช้	ยี่ห้อที่ชื่นชอบ	ราคาที่ยอมรับได้
ลำดับที่1:	....	....	....	....
ลำดับที่2:	....	....	....	....
ลำดับที่3:	....	....	....	....

กรุณาทำเครื่องหมาย ☑ แสดงความคิดเห็นเกี่ยวกับหัวข้อต่อไปนี้

กิจกรรม	ระดับความสนใจ				
	มากที่สุด	มาก	ปานกลาง	น้อย	น้อยที่สุด
ความงาม					
แต่งหน้า					
ตัด, ดัด หรือทำสีผม					
ทำเล็บ					
สปา					
กีฬา					
ฟิตเนส					
วิ่ง					
โยคะ					
ชกมวย					
แบดมินตัน					
เทนนิส					
ว่ายน้ำ					

ตีกอล์ฟ					
ยิงปืน					
กิจกรรมกลางแจ้ง					
ปั่นจักรยาน					
วาดรูป(กลางแจ้ง)					
โก คาร์ท					
ขี่ม้า					
กิจกรรมในร่ม					
ปีนผาในร่ม					
ปีนผาในร่ม					
ร้องเพลง					
เต้นรำ					
วาดรูป(ในร่ม)					
ทำอาหาร					
กิน,ชิมอาหาร					
อ่านหนังสือ					
ดูหนัง/ซีรี่ย์					
ฟังเพลง					
ไอซ์ สเก็ต					
แนะนำด้านการเงิน					
แนะนำด้านอาชีพ					

กิจกรรมอื่นๆ : ………………………………………………………………………………

กรุณาเรียงลำดับ 3 กิจกรรมที่สนใจมากที่สุด

ลำดับ 1 : …………………………………………………………………………

ลำดับ 2 : …………………………………………………………………………

ลำดับ 3 : ....

กรุณาทำเครื่องหมาย ☑แสดงความคิดเห็นเกี่ยวกับสินค้าที่รู้สึกอายเมื่อต้องซื้อสินค้า

ผลิตภัณฑ์	ระดับความอาย				
	มากที่สุด	มาก	ปานกลาง	น้อย	ไม่อาย
ผ้าอนามัย					
ผ้าอนามัยแบบสอด					
ถุงยางอนามัย					
ยาคุมกำเนิด					
อุปกรณ์คุมกำเนิด อื่นๆ					
ชุดตรวจการ ตั้งครรภ์					
ชุดชั้นใน					
มีดโกน					
โรล-ออน					

สินค้าอื่นๆที่อาย (ถ้ามีโปรดระบุ) : ....

กรุณาเรียงลำดับบุคคลที่คิดว่าสบายใจที่สุดหากต้องซื้อผลิตภัณฑ์คุมกำเนิด

(12 คะแนน = สบายใจมากที่สุด; 1 คะแนน = สบายใจน้อยที่สุด)

บุคคล   1-12 (ห้ามใช้เลขซ้ำ)

พยาบาลที่โรงเรียน   ....

พยาบาลทั่วไปในคลินิก   ....

พยาบาลที่ถูกฝึกมาเพื่อเคารพสิทธิของวัยรุ่น*   ………………

เภสัชกรทั่วไป   ………………

เภสัชกรที่ถูกฝึกมาเพื่อเคารพสิทธิของวัยรุ่น*   ………………

แพทย์ประจำครอบครัว   ………………

แพทย์ทั่วไป   ………………

แพทย์ถูกฝึกมาเพื่อเคารพสิทธิของวัยรุ่น*   ………………

ผู้หญิงที่มีอายุมากกว่า   ………………

ผู้ชายที่มีอายุมากกว่า   ………………

เพื่อนผู้หญิง   ………………

เพื่อนผู้ชาย   ………………

*บุคคลที่ถูกฝึกมาเพื่อเคารพสิทธิของวัยรุ่นคือบุคคลที่ไม่แสดงอาการหรืออารมณ์เพื่อต่อว่าหรือมองในแง่

ลบและพร้อมให้คำปรึกษาเมื่อวัยรุ่นต้องการซื้อผลิตภัณฑ์คุมกำเนิด

Appendix C: Discussion Guide for objective 3

What is PowerGirls?

PowerGirls is a project that is being developed by Population Services International: Thailand to address the growing problem of teenage pregnancy. Thailand has unusually high adolescent pregnancy rates considering its high level of development and wide availability of contraception.

Research has shown that teenage girls feel uncomfortable or ashamed to seek contraception from pharmacies and healthcare professionals, and that sex education is extremely limited.

PSI: Thailand imagines a solution to this issue with PowerGirls, a program that aims to reduce the rate of adolescent pregnancy by integrating family planning and sex education with social events, parties, workshops, and general empowerment exercises.

PowerGirls' tagline is "Empowerment through parties", and it is a party organizing group that will train older girls in entrepreneurship skills (to become PowerGirls organizers, provide them with teenage-targeted items to sell (including family planning products), and give them specific themes and materials to organize PowerGirls parties and events. The PowerGirls organizer will also be the one who invite the other teenage girl to come join the club. These parties and events will focus on specific empowerment skills, like personal finance or health and nutrition. PowerGirls organizers will also be connected to a network of pharmacies and health care professionals that have been trained to be sensitive to the needs of adolescent girls. They will be able to provide referrals to these safe locations to seek medical advice, and will also function as a reliable, confidential source of accurate, relevant information about family planning. The goal of PowerGirls is to create an environment that is hip and fun where girls feel comfortable and welcome to discuss family

planning. PowerGirls recognizes that this is an extremely sensitive subject, and mixes family planning with other activities in a way that de-stigmatizes the subject and creates an environment where girls feel comfortable, safe, supported and free of judgement.

The examples of activities in PowerGirls club are Cooking, make-up sessions, yoga classes, financial management courses, (mention that these activities are free.)

The PowerGirls organizer will also provide cheaper products (ex: cosmetics, skin care and health care products.)

So the organizers can be both of your friends or seniors, so you might feel more comfortable buying contraceptives from them rather than in a convenience store or pharmacy.

At the end of the party you will receive a free pack of make up or some product that is necessary in daily life.

The number of party attendants will vary depending on the activities at the party, ranging from 8 teenage girls to 50 attendees for larger events.

We will also show them the Power Girls logo to receive their feedback and recommendations to make the logo and any other advertising more appealing.

Questions about logo and PowerGirls concept (Teenage girls)

1. How do you feeling about talking an issue that related with family planning?
2. What is your first impression, when you hear the name "PowerGirls Club"? Do you like this name? What do you like or dislike about it?

3. Are there any others possible brand name for a girl-powered party club that you or your friends would like?

4. What do you think about the logo?

5. Does it grab your attention?

6. Do you think activities that we provide are interesting?

7. Do you think many people will join the club?

8. Would you come join the club? Why or why not?

9. What would make you come to club?

10. Do you have any other opinions about the activities?

11. What do you think about the products?

12. Do you want other products than we provide?

13. Do you feel comfortable buying products from PowerGirls organization? Will this matter damage or stress any relationship between you and a PowerGirls organizer?

14. Are entrepreneur skills something that would be interested in learning?

15. Will your parents allow you to join the club? Will your parents be happy if you join the club?

16. Do you have any difficulties or hesitations about joining the club?

Question about logo and PowerGirls concept (Parents)

1. Would you allow/let your daughter to join PowerGirls party or become PowerGirls organizers?

2. What is your first impression, when you hear the name "PowerGirls Club"? Do you like this name?

3. Is there any other possible brand name for a girl-powered party club that you would like or be attracted to?

4. What do you think about the logo?

5. Does it grab your attention?

6. Do you think activities that we provide are interesting?

7. Do you think many people will join the club?

8. Do you think your child will want to join the PowerGirls party?

9. Do you have any other opinion about the activities?

10. What do you think about the products?

11. Do you want other products that we could provide?

12. Do you foresee any difficulties or hesitations about your daughter joining the club?

คู่มือการสนทนาเพื่อบรรลุเป้าหมายที่ 3

   พาวเวอร์เกิลส์ (PowerGirls) เป็นโครงการที่ถูกพัฒนาขึ้นโดยมูลนิธิพีเอสไอ (ประเทศไทย) หรือ
Population Services International (PSI) Thailand foundation ซึ่งมูลนิธิพีเอสไอ เป็นหน่วยงานเพื่อสังคม
โดยไม่แสวงหากำไร เพื่อช่วยแก้ไขปัญหาการตั้งครรภ์ในวัยรุ่นไทย

   ปัจจุบันพบว่าอัตราการตั้งครรภ์ในวัยรุ่นไทยเพิ่มสูงขึ้นมากผิดปกติ จึงทำให้การพัฒนาผลิตภัณฑ์
คุมกำเนิดที่ออกมาหลากหลายรูปแบบ อีกทั้งยังหาได้ง่ายในท้องตลาดอย่างกว้างขวาง จากการสำรวจพบว่า
วัยรุ่นส่วนใหญ่จะรู้สึกอึดอัดและอายกับการซื้อหาอุปกรณ์คุมกำเนิดจากทั้งทางผู้เชี่ยวชาญทางด้านสุขภาพ
และทางร้านขายยาทั่วไปมาใช้ นอกจากนี้ยังพบปัญหาและข้อจำกัดมากมายเกี่ยวกับการให้ความรู้ด้าน
เพศศึกษาในประเทศไทย

   PSI จึงได้คิดค้นการแก้ไขปัญหาโดยการสร้างโครงการพาวเวอร์เกิลส์ ซึ่งมีเป้าหมายในการลดอัตรา
การตั้งครรภ์ของเยาวชนโดยการเสริมสร้างการวางแผนภายในครอบครัวและการให้ความรู้ทางด้าน
เพศศึกษาแก่เยาวชนหญิงผ่านกิจกรรมต่างๆเพื่อความสนุกสนานและยังได้รับความรู้ครบวงจร

   ซึ่งคำขวัญของโครงการนี้คือ "การเพิ่มความมั่นใจและแรงบันดาลใจให้กับเยาวชนหญิงผ่านการทำ
กิจกรรมต่างๆร่วมกัน" ภายในโครงการนี้จะประกอบด้วยทีมงานพาวเวอร์เกิลส์ (PowerGirls organizer) ซึ่ง
เป็นวัยรุ่นหญิงที่มีอายุ 16-19 ปี ผู้ถูกมอบหมายให้จัดกิจกรรมพาวเวอร์เกิลส์ ขึ้นโดยมูลนิธิพีเอสไอ เด็กหญิง
วัยรุ่นผู้หญิงผู้มีอายุตั้งแต่ 13-19 จะถูกชักชวนให้มาร่วมกิจกรรมโดยทีมงานพาวเวอร์เกิลส์ และทาง
โครงการจะมีกิจกรรมที่น่าสนใจที่จัดขึ้นเพื่อเด็กหญิงวัยรุ่นกลุ่มนี้โดยเฉพาะ นอกจากนี้เด็กหญิงวัยรุ่นยัง
สามารถซื้อสินค้าที่ถูกกว่าที่อื่นจากทีมงานพาวเวอร์เกิลส์ ซึ่งเป็นสินค้าที่มาจากบริษัทที่ไม่หวังผลกำไร
ดังนั้นทีมงานพาวเวอร์เกิลส์ ซึ่งเป็นวัยรุ่นหญิงที่มีช่วงอายุ 16-19 ปีจึงมีโอกาสได้พัฒนาทักษะการลงทุนจาก
การค้าขายให้กับเด็กหญิงวัยรุ่นคนอื่นๆอีกด้วย จุดสำคัญของงานนี้คือการเสริมสร้างความมั่นใจและความรู้
ทางด้านการวางแผนการเงิน สุขภาพและการบริโภคที่เหมาะสม นอกจากนี้ โครงการพาวเวอร์เกิลส์ ยัง
ได้รับความร่วมมือจากเภสัชกรและผู้เชี่ยวชาญทางด้านสุขภาพที่ได้รับการอบรมให้เข้าใจถึงเด็กวัยรุ่นหญิง
เพื่อที่จะให้คำปรึกษาและความรู้ที่ถูกต้อง เชื่อถือได้ และตรงประเด็นสำหรับเยาวชนที่ต้องการความ
ช่วยเหลือโดยไม่ทำให้รู้สึกอึดอัดใจ และด้วยความที่โครงการนี้เข้าใจถึงความละเอียดอ่อนของผู้หญิงจึงได้
สร้างบรรยากาศของงานให้มีความเป็นส่วนตัวและเป็นกันเองเพื่อให้ผู้มาร่วมงานรู้สึกไว้วางใจ ปลอดภัย
และกล้าที่จะปรึกษาปัญหาต่างๆอย่างเปิดใจ

โครงการได้จัดกิจกรรมไว้หลากหลายรูปแบบโดยไม่มีค่าใช้จ่ายใดๆทั้งสิ้น อาทิเช่น การให้ความรู้ทางด้านการทำอาหาร การแต่งหน้า โยคะ การบริหารทางการเงิน อีกทั้งยังมีสินค้าที่ขายโดยทีมงานพาวเวอร์เกิลส์ และผลิตภัณฑ์ที่เกี่ยวข้องกับกิจกรรมนั้นๆให้ลูกค้าได้อุดหนุนในราคาพิเศษ เช่น ผลิตภัณฑ์สำหรับผิวพรรณความสวยงามและผลิตภัณฑ์ดูแลสุขภาพ เป็นต้น

จุดเด่นคือทีมงานและผู้ดำเนินการของโครงการนี้ จะมีช่วงอายุที่ใกล้เคียงกับผู้ร่วมงาน ซึ่งอาจจะเป็นเพื่อน หรือญาติสนิทของผู้ร่วมงานเอง เพื่อทำให้ผู้ร่วมงานรู้สึกเป็นกันเองและสะดวกสบายในการซื้อสินค้ารูปแบบต่างๆรวมถึงสินค้าเกี่ยวกับการคุมกำเนิด ซึ่งมีความปลอดภัยและเป็นส่วนตัวมากกว่าร้านจำหน่ายสินค้าทั่วไป

หลังจากจบกิจกรรม ผู้ร่วมงานจะได้รับผลิตภัณฑ์และของสมนาคุณที่เป็นประโยชน์ต่อชีวิตประจำวันมากมายโดยไม่มีค่าใช้จ่ายและเงื่อนไขใดๆ จำนวนของสมาชิกผู้ร่วมงานจะมีตั้งแต่ 8-50 คน ขึ้นอยู่กับขนาดและประเภทของกิจกรรมที่จัดแต่ละครั้ง

สุดท้ายนี้ โครงการ ยังได้มีการพัฒนาและปรับปรุงโครงการอย่างสม่ำเสมอ โดยมาจากการติชมและคำแนะนำจากผู้เข้าร่วมงานทุกคน

คำถามสำหรับวัยรุ่นเกี่ยวกับตราสัญลักษณ์และรูปแบบของพาวเวอร์เกิลส์

1. คุณรู้สึกอย่างไรหากมีการพูดถึงการวางแผนชีวิตครอบครัว หรือการป้องกันการคุมกำเนิด?
2. ความรู้สึกแรกของคุณเมื่อได้ยินชื่อ "ชมรมพาวเวอร์เกิลส์ " เป็นเช่นใด? รู้สึกชอบหรือไม่ชอบอย่างไร?
3. คุณรู้สึกอย่างไรกับตราสัญลักษณ์นี้ สามารถดึงดูดความสนใจคุณได้หรือไม่?
4. กิจกรรมที่เรานำเสนอคุณน่าสนใจหรือไม่?
5. คุณมีข้อเสนอแนะเกี่ยวกับกิจกรรมหรือไม่? โปรดระบุ
6. คุณรู้สึกเช่นไรกับสินค้าของพาวเวอร์เกิลส์ มีความพึงพอใจหรือไม่?
7. คุณต้องการสินค้าชนิดใดนอกเหนือจากรายการสินค้าของเราหรือไม่?
8. คุณมีความไว้วางใจที่จะซื้อสินค้าจากชมรมพาวเวอร์เกิลส์ หรือไม่ และคุณจะรู้สึกไม่พอใจหรือไม่ ถ้าหากมีบุคคลจากชมรมพาวเวอร์เกิลส์ มาขายสินค้าให้คุณโดยตรง?
9. คุณคิดว่าทักษะความสามารถในการค้าขายเป็นสิ่งที่น่าเรียนรู้สำหรับคุณหรือไม่?
10. คุณคิดว่าจะมีคนเข้าร่วมชมรมเยอะหรือไม่?

11. คุณมีความต้องการที่จะเข้าร่วมชมรมหรือไม่ มีเหตุผลอย่างไร และอะไรเป็นสิ่งที่ทำให้คุณสนใจ?

12. คุณสนใจที่จะเป็นทีมงานพาวเวอร์เกิลส์ หรือไม่? (ถามเฉพาะวัยรุ่นอายุ 16-19)

13. คุณคิดว่าผู้ปกครองของคุณจะอนุญาตให้คุณเข้าร่วมชมรมนี้หรือไม่? พวกเขาจะมีทัศนคติที่ดีต่อคุณหรือไม่ ถ้าหากคุณเข้าร่วมกิจกรรมของพาวเวอร์เกิลส์

14. คุณลำบากใจหรือลังเลที่จะเข้าร่วมชมรมนี้หรือไม่?

คำถามสำหรับผู้ใหญ่เกี่ยวกับตราสัญลักษณ์และรูปแบบของพาวเวอร์เกิลส์

1. ลูกสาวของคุณอายุเท่าไหร่?

2. คุณคิดว่าคุณจะอนุญาตให้บุตรสาวของคุณเข้าร่วมชมรมนี้ หรือเป็นผู้ขายตรงหรือไม่?

3. ความรู้สึกแรกของคุณเมื่อได้ยินชื่อ "ชมรมพาวเวอร์เกิลส์ " เป็นเช่นใด? รู้สึกชอบหรือไม่ชอบอย่างไร?

4. คุณรู้สึกอย่างไรกับตราสัญลักษณ์นี้ สามารถดึงดูดความสนใจคุณได้หรือไม่?

5. กิจกรรมที่เรานำเสนอคุณน่าสนใจหรือไม่?

6. คุณมีข้อเสนอแนะเกี่ยวกับกิจกรรมหรือไม่? โปรดระบุ

7. คุณรู้สึกเช่นไรกับสินค้าของ พาวเวอร์เกิลส์ มีความพึงพอใจหรือไม่?

8. คุณต้องการสินค้าชนิดใดนอกเหนือจากรายการสินค้าของเราหรือไม่?

9. คุณคิดว่าจะมีคนเข้าร่วมชมรมเยอะหรือไม่?

10. คุณสนใจที่จะให้บุตรสาวเป็นทีมงานพาวเวอร์เกิลส์ หรือไม่?

11. คุณคาดว่าบุตรสาวของคุณจะเข้าร่วมชมรมนี้หรือไม่?

12. คุณคิดว่าบุตรสาวของคุณลำบากใจหรือลังเลที่จะเข้าร่วมชมรมนี้หรือไม่?

Appendix D: Summative Team Assessments

The team has gained experiences from doing this project and discovered the individual strength of each member as well as identified areas of improvements. Through our weekly team and self-assessments, we were able to reflect critically on our progress as a team throughout the project. We discovered that the division of work was most successful when it was done according to everyone's strengths.

Although we are a SSP team, which does not consist of students from WPI, we have a member who is a Korean and we have learnt a lot about cultural differences between Korean and Thai. We found that the working time for Thai is quite flexible but Korean's is more fixed. However, we could manage to adjust ourselves towards each other.

One challenge that the team has faced was the time conflict. However, we managed to overcome that by arranging, for each member, different working days at the campus as well as PSI office according to individual class schedules while keeping a day that all members must meet and work together as a team with full participation.

The last thing that we have learnt is that a project cannot be done without a good teamwork that encourages and supports the members to overcome all the troubles and conflicts within the team by making use of the openly discussion to solve the team's chaos.