A CAUSAL RELATIONSHIP MODEL BETWEEN PSYCHOSOCIAL FACTORS AND CULTURAL INHERITANCE BEHAVIOR AMONG THAI YOUTH

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Abstract— The main objective of this research was to investigate the causal relationship model between psychological factors and social factors on cultural inheritance behavior of Thai youth. The quantitative research was applied. The sample was 450 Thai youth, 15 to 24 years, living in Bangkok Metropolitan. They were selected by multistage random sampling. Self-report questionnaires was applied for data collection, coefficient alpha was at 0.945. The research result revealed there were two factors affected on cultural inheritance behavior of Thai youth: the first was socialization factor (44 percentages); the second was cultural intelligence factor (32 percentages).