

Original article

Consumption behavior water bucket of people in Baan nom, Moo 1, Nom Sub-district, Atsamat District, Roi-Et Province

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Introduction

Thais prefer to use water bucket In formal language is Bottled water, Because of the convenience. According to the survey of drinking water sources of the Bureau of Food and Water Sanitation between 2013 and 2014 found The top 3 sources of drinking water in 2013 is Bottled water, water and rain water 31.88%, 23.56% and 17.43%, in 2014 found 30.79%, 20.75% and 15.93% (Ministry of Public Health, 2016). Most consumers believe that bottled water is a clean drinking water had Good quality compared to other sources.

Thailand has carried out a 20-liter tank between 2011 to 2013 found that not pass the benchmark 76.47 %, 72.64% and 78.1%. pass the benchmark 23.53 %, 27.36 % and 21.9%. Indicator not pass standard is Color, pH and bacteria (Bureau of Food and Water Sanitation, 2015). Roi-Et province had 252 closed-water production plant. In 2015 Roi-Et had been Surveillance by collecting samples for analysis 90 sample. Found 53 samples were fallen (58.9%) the chemical fall criterion was 12 samples and fell to 45 coliforms. (Roi Et Provincial Health Office, 2016). Reports of the Bureau of Epidemiology report, in 2014, between January and March all over the country, diarrhea, dysentery, are caused by poor drinking water 253,967 case and 2 deaths. Compared to the same period in 2013. The number of patients with diarrhea in 2014 increased from 15% in 2013. (Ministry of Public Health, 2015). Prevent such problems. The Ministry of Public Health has the policy to keep all Thai people safe drinking water. To reduce the illness of people from gastrointestinal diseases to see results Especially in the summer. Many areas lack water for drinking water. The government urged all provincial health offices to Surveillance the quality of drinking water, Public relations gives people the knowledge to drink clean water. And assigned the Department of Health to Surveillance and develop safety standards for drinking water supplies. To build confidence in the people. (Thai Health Promotion Foundation, 2015)

Bann nom, Moo 1, Nom sub-district, Atsamat district, Roi et province it was a very crowded community. The opportunity to keep the rainwater to drink is very little until no rainwater to drink. Because of the unfavorable environment, the house roof has dirt. Rust or rain gutter with dust and dirt. There are burning incinerators in the village, so people are convinced that the rain is not clean as before. The people's livelihoods have changed dramatically from the past: nowadays, the people have turned their attention to health, so they turn to drinking water in closed containers, because most people believe that drinking water. Clean, good quality, safe. Compared to drinking water from other sources and It is also comfortable to live. There are one of drinking water plants in the area, most of which are consumed regularly. For this reason, the researcher is interested to study the Consumption Behavior water bucket of people in Bann Nom, Moo 1, Nom Sub-district, Roi Et Province. The results of this research will be used. In order to be a good way to educate and promote the right behavior of drinking water in tanks, the people are safe from the dangers of pathogens that may be contaminated with water. In order to bring safety to the body of consumers.

Keywords: consumption behavior, water bucket

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Research Objectives

1. Study the knowledge about the Consumption Behavior water bucket of people in Bann Nom, Moo 1 ,Nom Sub-district, Roi Et Province.
2. Study the attitudes toward the Consumption Behavior water bucket of people in Bann Nom, Moo 1 ,Nom Sub-district, Roi Et Province.
3. Study the behavior of water consumption in bucket of Bann Nom, Moo 1 ,Nom Sub-district, Roi Et Province.

Design and methods

This study is a cross-sectional survey. A cross-sectional survey study was behavior of water consumption in tanks of Bann Nom, Moo 1 ,Nom Sub-district, Roi Et Province. Study between August - November 2016.

Sampling

The population in the study is the population of Bann Nom, Moo 1 ,Nom Sub-district, Roi Et Province. There are 171 households (Nom Sub District Administration Organization, 2016)

Calculate the sample size using the Population Proportion Estimate formula for the population and determine the confidence level at 95%.

$$n = \frac{NZ_{\alpha/2}^2 P(1-P)}{[e^2(N-1)] + [Z_{\alpha/2}^2 P(1-P)]}$$

The sample size was 119 persons and the substitution of the 5% data was rejected. Sample size was 125 households using convenience sampling method. The questionnaire was distributed to people living in Baan Bann Nom, Moo 1 ,Nom Sub-district, Roi Et Province 125 drinking water bucket.

Data collection

This study uses the questionnaire developed from the Network Capacity Development Program and Volunteer Surveillance on Water Quality in Communities and Households. (Bureau of Food and Water Sanitation, 2009). Bottled Drinking Water Consumption Among Chiang Mai University student. (Phuwadol Timmanee, 2007) It consists of 4 sections.

Part 1 Personal information includes age, gender, education level, marital status, occupation, average family income, monthly And family structure.

Part 2 Questionnaire on knowledge .If you answered "yes" to 1 point, but if you answered "wrong" to 0 , there is a translation criterion of Bloom (1971).

Part 3 Questionnaire on attitudes. There are 10 answers to the question. The answer is about 3 levels. There are 3 points of uncertainty. There are

two points. One is not positive. The other is the level of attitude. The scores from the questionnaire were divided into scores. Ordinal scale of 3 levels using the criteria of Best (1977)

Part 4: The questionnaire on drinking water bucket consumption behavior The 5 closed-ended questionnaires.

Statistic

Data were analyzed by using descriptive statistics such as Percentage, Arithmetic Mean, Standard Deviation, Minimum and Maximum.

RESULTS

Part 1 Personal information

Most of the samples were female, 64.80%, 51-60 years old. They were married with 79.20%. They had 65.60% completed primary education, 70.40% had a farmer's occupation. 71.20 percent and live with Spouse and children 28.00 %.

Part 2 Results of the study on the consumption of water bucket

The results found that most of the samples had a high level of knowledge about tank water consumption at 96.80% with mean score of 7.79.

Part3 Results of the study on Attitudes Toward Drinking Water bucket Consumption

The results found that the majority of respondents had high attitude toward tank water consumption at 72.80%.

Part 4 Study of water bucket consumption behavior

Most of the samples were drinking water bucket with 88.80%. The cost of buying water bucket was 10 - 30 baht per week. 39.20% consumed 1 - 3 bucket per week. 34.40% of the vehicles were closed and 54.40% were used for drinking.

Discussion

Part 1 Personal information

Most of the samples were female, 64.80 percent, 79.20 percent, 65.60 percent, 70.40 percent, and 71.20 percent Anurak Wuttikem and Prapan Tammawongsa (2013) Research Report on consumption behavior of bottled water of people in Kaemung district, Saraphi district, Chiang Mai province found that Most of the samples were female 53.70%. Incongruous Prewara Funprommin and Krichit Sutamueng (2014) Research on the influence of packaging on consumers' drinking water purchase decision in Bangkok. Found that Most of the sample had a single status of 71.00%. inconsistent Sasithorn Mungkung (2008) A study of drinking water consumption in Dusit district showed that most of the samples had average monthly income of 5,001 - 10,000 baht per household 28.05%.

Part 2 Knowledge of water bucket consumption.

The results show that the knowledge about the consumption of water bucket. At the high level, 96.80% consistent with Bureau of Food and Water Sanitation 2009 Network Development Project And

volunteers to monitor the quality of drinking water in the community and households of the Bureau of Food and Water Sanitation found that Most volunteers had high level of knowledge 85.10% consistent with Somkit Chawpe (2011) A study on the factors contributing to the use of glass-based drinking water was not popular among students in Chiang Mai University: A comparative case study between drinking water, branded glass and Nestle's drinking water revealed that most of the students had high knowledge. 94.70%.

Part 3 Attitudes Toward Drinking Water bucket Consumption

The results found that the attitudes towards water consumption in tanks were high at 72.80%. consistent with Sasithorn Mungkung (2008) A study of drinking water consumption in Dusit district showed found that Most households have a preference for drinking water bucket. At the high level, 84.80%. inconsistent Somkit Chawpe (2011) A study on the factors contributing to the use of glass-based drinking water was not popular among students in Chiang Mai University: A comparative case study between drinking water, branded glass and Nestle's drinking water found that Most students had attitudes towards consumption of glass drinking water. The average level was 74.60%. Inconsistent Bureau of Food and Water Sanitation 2009 Network Development Project And volunteers to monitor the quality of drinking water in the community and households of the Bureau of Food and Water Sanitation found that Most volunteers have attitudes towards water consumption. At the moderate level, 61.40%.

Part 4: Study of consumption behavior water bucket

Consumption water bucket The study found that Most of the samples were 88.80%. Anurak Wuttikem and Prapan Tammawongsa (2 013) Research Report on consumption behavior of bottled water of people in Kaemung district, Saraphi district, Chiang Mai province found that most of them drink bottled water 90.10%. Consistent Sasithorn Mungkung (2008) A study of drinking water consumption in Dusit district found that most of the sample consumed 62.50%. Consistent with Phuvadol Timanee (2007) Research Report on consumption behavior of bottled water of people in Kaemung district, Saraphi district, Chiang Mai province found that most of them consumed drink bottled water.66.00% and 68.00%.

The cost of buying water bucket per week The study found that Most of the sample had the cost of purchasing tank water 10 - 30 baht per week, 39.20 percent. Consistent with Phuvadol Timanee (2007) Research Report on consumption behavior of bottled water of people in Kaemung district, Saraphi district, Chiang Mai province found that most of the teak and flower gardeners spend most of their time consuming bottled water. In less than 50 Baht, 61.00 and 44.00 percent.

Source Buy Water bucket The study found that Most of the sample buy a water bucket from the water car. Consistent with Sasithorn Mungkung (2008) A study of drinking water consumption in Dusit district found most of sample buy from water car 80.80% and inconsistent with Phuvadol Timanee (2007) Research Report on consumption behavior of bottled water of people in Kaemung district, Saraphi district, Chiang Mai province found that most of sample Soensuk land and flower garden buy from shop near home 71.00% and 80.00%.

The use of water bucket for anything other than drinking. The study found that Most of the samples used drinking water only 54.40%. Consistent with Sasithorn Mungkung (2008) A study of drinking water consumption in Dusit district found that mMost of the samples used bottled water for drinking only. 64.80%. Inconsistent with Phuvadol Timanee (2007) Research Report on consumption behavior of bottled water of people in Kaemung district, Saraphi district, Chiang Mai province found that sample Soen Suk land and flower garden used in drinking and cooking, 55.00 and 48.00 percent.

Suggestion

The recommendations from this research study is people Moo 1 Baan Nom Nom Sub - District, Atsamat district Roi - et Province. The knowledge of the storage should be the relevant authorities to support knowledge of the storage containers used to store water in order to allow people to drink water safely, without bacteria. Entrepreneurs should pay more attention to the product. Since the target audience to focus on the quality and cleanliness with the water quality every six mounth and keep maintenance to clean. And car dealer water should take care while transporting. Such operators should be charged for personal health care.

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Table 1 percentage and the average level of knowledge about the consumption of water bucket

Level of knowledge about the consumption of water bucket	frequency	Percent
High	121	96.80
Medium	4	3.20
Low	-	-
$\bar{x} = 7.79$, S.D. = 0.48, Min. = 6, Max. = 8	รวม	125 100.00

Table 2 Frequency and percentage of attitudes about consumption water bucket

Level of attitudes about consumption water bucket	frequency	Percent
High	91	72.80
Medium	34	27.20
Low	-	-
	รวม	125 100.00

Table 3 Consumption behavior of water bucket

Consumption behavior of water bucket	frequency	Percent
Consumption of water bucket (n=125)		
drink	111	88.80
Not drink	14	11.20
The cost of buying water bucket per week (n=111)		
10 – 30 Bath per week	49	44.14
40 – 60 Bath per week	44	39.64
70 – 90 Bath per week	8	7.21
100 up per week	10	9.01
Frequency of water consumption per week (n=111)		
1 – 3 Bucket per week	48	43.24
4 – 5 Bucket per week	43	38.74
7 – 9 Bucket per week	10	9.01
10 up Bucket per week	10	9.01
Source for buy water bucket		
Shop near home	8	7.21
Car	110	99.10
Use of bucket water for anything other than drinking (n=111)		
Drink only	68	61.26
Drink and Cook	43	38.74