

# A Study of Motivation Factors of Thai Gen Z towards Mutelu

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## ABSTRACT

The new words mutelu and mu entered the Thai lexicon, meaning supernatural, luck-bringing power, in recent years. This research aimed to study the interest and motivation factors of Thai Gen Z people towards Mutelu. There were five independent variables consisting of learning, relationship, leadership, individualism, and dependency. The dependent variable was mutelu. The questionnaires were created with Google forms and distributed to 950 Thai GenZ who were born between 1997 - 2012 or 11-26 years old by using convenience sampling. Then, the data were analyzed by statistics package program, using descriptive analysis, and multiple linear regression analysis. The results showed that three motivation factors comprising learning, relationship, and dependency were less than 0.05, indicating that those three variables had statistically significant influence on Thai Gen Z towards Mutelu, which explained at 36.20 percent ( $\text{Adjust } R^2 = 0.362$ ).

**KEYWORDS:** Mutelu, Learning, Relationship, Leadership, Individualism, Dependency

## Introduction

Hofstede's (2010) research on cultural dimensions explains that societies with a high 'Uncertainty Avoidance Index' (UAI), will have thoughts, beliefs, or efforts to seek psychological recourse to avoid uncertainty and social risks. Thailand is ranked in the group with the highest UAI rating at 64 points and if you look at the current situation. Whether it is political, economic and epidemic, it is not surprising that many Thai people feel hopeless and turn to rely more on their beliefs.

Report on Capitalism Magic Thailand: Modernity with Enchantment of Peter A. Jackson (2022), has studied the 'Cults of Wealth' or events that people turned

to popular beliefs during the 1990s when the Thai economy was swinging strongly. At that time, people turned to pay respect to the previous kings, rented monks, and talked to more famous mediums or monks. From local superstition, it became a mainstream trend. We previously knew that belief gave way to the science and rationality of the modern world. However, Jackson saw capitalism and the geopolitics of the modern world as it has become complicated, unpredictable, and too difficult to understand. Many people turn to help to cope with insecurity in their daily lives, such as renting a monk or fortune-telling. In the past, people used to worship gods or hang Buddha images for 'Safety', but what Thai people turn to in later times will be

more about 'wealth' and if observed in the current belief market. We can see that consumers are more popular in asking for blessings on things that fit their lifestyles, such as asking for love, asking for money, asking for a job, or asking for a moment of couple chips, etc.

Many people may have thought that beliefs will gradually disappear, but we may have to think again. because it is possible that the belief in fate and superstition may be with Thai people indefinitely as long as it can adapt to the lifestyle of the new generation (Gen Z) (Preecha Methavasaraphak, 2022, 2023). It is an interesting event when the new generation turns to believe to be more dependent on each other, either because 'Uncertainty' or 'Modernity' of new sacred objects. What is the motivation factors for the new generation to turn their attention to Mutelu?

### **Objectives**

1. To study the interest of Thai Gen Z towards Mutelu.
2. To study the motivation factor of Thai Gen Z towards Mutelu.

### **Theoretical Framework**

**Interest** is a feeling or emotion that causes attention to focus on an object, event, or process. In contemporary psychology of interest Silvia, Paul (2006), the term is used as a general concept that may encompass other more specific psychological terms, such as curiosity and to a much lesser degree surprise. The emotion of interest does have its own facial expression, of which the most prominent component is having dilated pupils.

**Motivation** is what governs human behavior. Caused by Needs, Drives, or Desires to strive to achieve objectives. This may be natural or learned. Motivation arises from both internal and external stimuli of the person himself or missing something, therefore is a persuasive power or encourage human activities to replace what is lacking or wanting. The external parts include anything that urges, directs, channels, and strengthens the desire for activity in human beings. This motivation may be caused by internal or external stimuli. The need is an internal stimulus that is important to the behavior. There are also other stimuli such as social acceptance, friendly atmosphere coercion rewarding or encouraging or gratifying. All of them are motivating factors that can be motivated. Each individual has a different motivational style. Which psychologists have divided There are several important forms of human motivation as follows:

#### **1. Achievement Motivation:**

Achievement Motive is the motivation that drives an individual to strive to perform behaviors that will achieve the standards of excellence that he or she sets. Achievement-motivated people do not work for rewards but do so in order to achieve their objectives. Achievement-motivated people have the following important characteristics: 1) Hope of Success and Fear of Failure, 2) Have high ambition, 3) Set high goals, 4) Responsible for good work, 5) Have patience at work, 6) Know your true abilities, 7) Be a planner, and 8) A person who sets high expectations.

In this study, Achievements Motivation refers to the fact that Gen Z is motivated to pursue academic achievement, which is applied as the variable "**Learning**".

**2. Affiliative Motivation:** Affiliative Motive tends to be generous, loved by friends, empathetic. When studying from the family situation, those who are motivated to relate tend to be warm families. The atmosphere in the house is free of competition, parents are not intimidating, and siblings have good love and unity. Relationship motivators have the following key characteristics: 1. When doing anything, the goal is to be accepted by the group, 2) No ambition, high presumptuousness, assertiveness, 3) Set low goals and 4) Avoid arguments; tend to be amenable to others.

In this study, Affiliative Motivation refers to the fact that Gen Z is motivated to seek relationships with other individuals, which is used as a variable "**Relationship**".

**3. Power Motivation:** For people with power motives. It has been found that most motivated people develop a feeling that they are "lacking" something they want. It may be one of those things that can cause a feeling of being an "inferiority complex" when there is a knot, so try to create a "dominant knot" to compensate for what you lack. Empowerment-motivated people have the following important characteristics: 1) Prefers to have power over others, which may sometimes manifest itself in an aggressive manner, 2) Often Anti-Social, 3) Seek Fame, 4) Like to take risks in terms of physical work and various obstacles, and 5) Like to be a leader.

In this study Power motivation refers to the fact that Gen Z is motivated to seek leadership, which is used as the "**leadership**" variable.

**4. Aggression Motivation:** People with this type of motive tend to be raised in

an overly strict upbringing. Therefore, children find a way to drain with others or may be due to imitation of people or from various media. It has the following important characteristics: 1) To hold one's own opinions or priorities, and 2) Likes to hurt others either physically or verbally.

In this study, Aggression Motivation refers to the fact that Gen Z is motivated to be their own person, therefore this variable is referred to as "**individualism**".

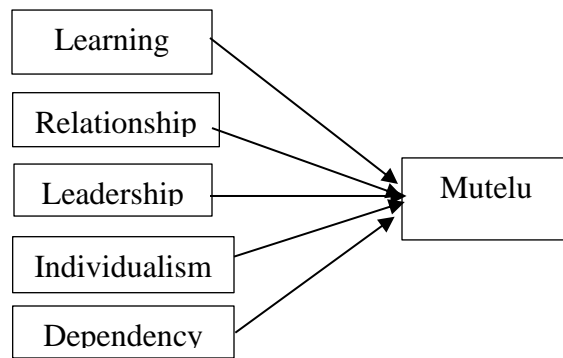
**5. Dependency Motivation:** The reason for this kind of motivation is that parenting that is overly nurturing does not allow children to help themselves. Those with dependency motivation have the following important characteristics: 1) Lack of self-confidence, 2) Do not dare to make decisions on your own, often hesitating, 3) Don't dare to take risks, and 4) Need help and encouragement from others.

In this study, Dependency Motivation refers to the fact that Gen Z is motivated to depend on others, hence the term "**dependency**".

### **Conceptual Framework**

The conceptual model was come from the previous and relevant study about motivation factors of Thai Gen Z towards mutelu. There were five independent variables of motivation concept that was chose to study in this research which was learning, relationship, leadership, individualism and dependency. For dependent variable, it was mutelu of Thai Gen Z.

**Figure 1:** Conceptual framework



### Research Hypothesis

According to conceptual model, five hypotheses were formulated

H1o: Learning has not significant influence toward Mutelu.

H2o: Relationship has not significant influence toward Mutelu.

H3o: Leadership has not significant influence toward Mutelu

H4o: Individualism has not significant influence toward Mutelu.

H5o: Dependency has not significant influence toward Mutelu.

### Research Methodology

The research is conducted using a quantitative approach via online survey to collect the data from people who were born between 1997-2012 or 11-26 years old in Thailand. Prior to distributing 950 questionnaires, the researcher conducted a pretest sample of 35 respondents to test the reliability of the questions. The respondents were selected using convenience sampling by screening questions. The reliability test was later conducted through the statistics program, which provided the Cronbach's Alpha, followed by the descriptive, and regression analyses. The researcher collected the data by distributing the questionnaire in small scale, first 35 respondents as pre-test and Cronbach's Coefficient Alpha analysis for reliability check. The results of reliability were shown as the following:

**Table 1:** The Cronbach's Coefficient Alpha (n = 35)

Variables	Number of Items	Cronbach's Alpha	Reliability
Learning	5	0.856	Good
Relationship	5	0.726	Acceptable
Leadership	5	0.824	Good
Individualism	5	0.833	Good
Dependency	5	0.846	Good
Mutelu	5	0.934	Excellence

### Results of the Study

A result showed that 950 respondents of Thai Gen Z were 11-26 years old. For gender, the percentage of female was 72.40%

and male 27.60 % out of 100. All of them are the students which studying in various education institutions in Thailand.

## Mutelu behavior

**Table 2:** Frequency of studying information about mutelu

Frequency	n	%
every day	23	2.40
5 - 6 days per week	16	1.70
3 - 4 days per week	77	8.10
1 - 2 days per week	166	17.50
less than one day per week	450	47.40
Never studied	218	22.90
<b>Total</b>	<b>950</b>	<b>100.00</b>

Thai Gen Z is interested in learning about Mutelu: 47.40% say it is less than one

day a week and 17.50% find information about Mutelu 1-2 days a week.

**Table 3:** Sources of information about mutelu (answer more than 1 question)

Sources	n	%
Various online media	819	86.20
Friends	465	48.90
Family	271	28.50
Acquaintance	212	22.30
Various offline media	186	19.60

Most of them find information from various online media, up to 96.20 percent. Followed by friends at 48.90 %, Family

28.50%, Acquaintances 22.30%, and offline media 19.60% respectively.

**Table 4:** Mutelu behavior

Mutelu behavior	n	Mean	S.D.	Interpretation
Interested in Mutelu	950	3.87	0.542	High
Beliefs about Mutelu	950	3.71	0.384	High
Research and find information about Mutelu	950	3.63	0.546	High
Rely on something called mutelu	950	3.69	0.487	High
Think Mutelu is related to life	950	3.73	0.463	High
<b>Total</b>	<b>950</b>	<b>3.76</b>	<b>0.496</b>	<b>High</b>

According to Kim (2019), the mean score of all Mutelu behavior results were interpreted as very high because the mean score of all behavior were in the range 3.63 – 3.87 and the total was 3.76. Their mean value

was 3.87, 3.71, 3.63, 3.69, and 3.73 respectively. For the standard deviation, the value of all variables was 0.542, 0.384, 0.546, 0.487, and 0.463 respectively.

**Table 5:** Summary of mean and standard deviation of all variables

Variables	n	Mean	S.D.	Interpretation
Learning	950	3.84	0.697	High
Relationship	950	3.62	0.738	High
Leadership	950	2.87	0.844	Low
Individualism	950	3.13	0.874	Low
Dependency	950	3.58	0.851	High
Mutelu	950	3.76	0.796	High

The mean score shown that there was high leaning at 3.84 and s.d. 0.697, high relationship at 3.62 and s.d. 0.738, high dependency at 3.58 and s.d. 0.85, and high

mutelu at 3.76 and s.d. 0.796. For the leadership and individualism were low at 2.87 and 3.13 with s.d. 0.844 and 0.873 respectively.

### Hypothesis Testing

**Table 6:** Model Summary from Multiple Regression Analysis

Model	R	R Square	Adjusted R Square	Std .Error of the Estimate
1	.591 <sup>a</sup>	.377	.369	.75307

a .Dependent Variable :Mutelu

b. Predictors : (Constant) Dependency, Learning, Individualism, Relationship, Leadership<sub>b</sub>

According to table 6, Adjusted R square equals to 0.369 or 36.9%. This 36.9% indicated that the Thai Gen Z mutelu can be described by the five independents variables

in this study which were learning, relationship, leadership, individualism, dependency.

**Table 7:** ANOVA from Multiple Regression Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.078	5	21.016	27.672	.000 <sup>b</sup>
	Residual	716.933	944	.795		
	Total	822.010	949			

a .Dependent Variable :Mutelu

b. Predictors : (Constant) Dependency, Learning, Individualism, Relationship, Leadership<sub>b</sub>

From the ANOVA table shown that there is significant value of Motivation

Factors of Thai Gen Z towards Mutelu is often P Value.

**Table 8:** Model Summary from Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	Collinearity Statistics	
	B	Std .Error	Beta				Tolerance	VIF
(Constant)	.948	.201			4.723	.000		
Learning	.263	.043	.196		6.154	.000	.910	1.098
Relationship	.168	.049	.132		3.407	.001	.613	1.633
Leadership	.062	.047	.057		1.312	.190	.481	2.078
Individualism	.012	.048	.011		0.248	.408	.494	2.025
Dependency	.162	.042	.148		3.893	.000	.910	1.098

a .Dependent Variable : Mutelu

According to Table 8, the significant value of Motivation Factors of Thai Gen Z towards Mutelu is often P value. The significant value of the three variables which are Learning, Relationship, and Dependency were less than 0.05, indicating that three variables had statistically significant influence on Thai Gen Z towards Mutelu.

Besides, the beta of standardized coefficient or ( $\beta$ ) of three independent variables. First, 1 addition unit is learning shows the influence Thai Gen Z towards Mutelu will increase by 19.6% at  $\beta = 0.196$ . Second, 1 addition unit is dependency shows the influence Thai Gen Z towards Mutelu will increase by 14.8% at  $\beta = 0.148$ . Third, 1 addition unit is relationship

shows the influence Thai Gen Z towards Mutelu will increase by 13.2% at  $\beta=0.132$ .

However, the significant value of two independent variables which are leadership and individualism were more than 0.05, indicating that these two variables had statistically not significant influence on Thai Gen Z towards Mutelu.

Variance Inflation Factors or “VIF” was the statistical method that was applied to detect the multicollinearity. According to Kim (2019), the problem of multicollinearity

occurred if the VIF value was greater than 5. Based on the table 5.4.3, it indicated the variance inflation factors of all independent variables which were tourism publicity, tourism interest, tourism feelings, tourism demand, tourism quality and food consumption. The VIF of all variables were 1.098, 1.633, 2.078, 2.025, and 1.098 respectively, which all less than 5. It means that all independent variables are not correlated to each other in a sense, and there is no multicollinearity problem.

**Table 9: The summary results from hypothesis testing**

Hypothesis	Significant	Standardized Coefficient Beta	Results
H1o: Learning has not significant influent toward Mutelu	.000	.196	Rejected
H2o: Relationship has not significant influent toward Mutelu	.001	.132	Rejected
H3o: Leadership has not significant influent toward Mutelu	.190	.057	Failed to rejected
H4o: Individualism has not significant influent toward Mutelu	.408	.011	Failed to rejected
H5o: Dependency has not significant influent toward Mutelu	.000	.148	Rejected

In conclusion, the results show that these three variables, which consist of learning, relationship, and dependency significantly influence toward Mutelu. Thus, these three variables are allowed to reject the null hypothesis.

On the other hand, the result of the significant values over 0.05 indicates two independent variables, including leadership and individualism. This finding illustrates that these variables have a negative influence on Mutelu. It indicates that these two

variables were exhibited to reject the null hypothesis. Therefore, the researcher desired a second-round analysis of independent variables, which abandoned two. Hence, the second-round analysis of the three independent variables consists of administrator leadership, communication, and compensation. The result demonstrates a slight change in several values that influence banking employee engagement in Thailand, as follows:

**Table 10: Model Summary from Multiple Regression Analysis for comfirmation**

Model	R	R Square	Adjusted R Square	Std .Error of the Estimate
1	.591 <sup>a</sup>	.373	.362	.75307

a. Dependent Variable :Mutelu  
b. Predictors : (Constant) Dependency, Learning, Relationship<sub>b</sub>

According to table 10, Adjusted R square equals to 0.362 or 36.2%. This 36.2%

indicated that the Thai Gen Z mutelu can be described by the 3 independents variables in

this study which were dependency, learning, and relationship.

**Table 11:** Model Summary from Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients		Sig.	Collinearity Statistics	
	B	Std. Error	Beta	t		Tolerance	VIF
(Constant)	.981	.199		4.915	.000		
Learning	.283	.041	.211	6.920	.000	.994	1.006
Relationship	.166	.048	.151	4.018	.000	.653	1.530
Dependency	.192	.041	.168	4.055	.000	.657	1.522

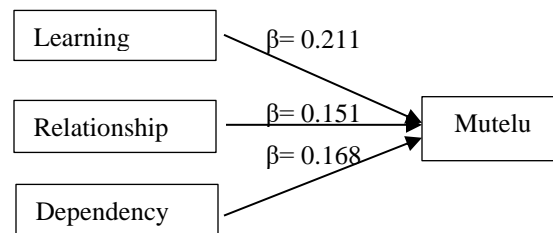
a .Dependent Variable : Mutelu

According to Table 11, the significant value of Motivation Factors of Thai Gen Z towards Mutelu is often P value. The significant value of the three variables which are Learning, Relationship, and Dependency were less than 0.05, indicating that three variables had statistically significant influence on Thai Gen Z towards Mutelu. Besides, the beta of standardized coefficient

or ( $\beta$ ) of three independent variables. First, 1 addition unit is learning shows the influence Thai Gen Z towards Mutelu will increase by 21.1% at  $\beta = 0.211$ . Second, 1 addition unit is dependency shows the influence Thai Gen Z towards Mutelu will increase by 16.8% at  $\beta = 0.168$ . Third, 1 addition unit is relationship shows the influence Thai Gen Z towards Mutelu will increase by 15.1% at  $\beta = 0.151$ .

**Figure 2: The Motivation Factors of Thai Gen Z towards Mutelu Model**

Refer to the results of this study, is modified the conceptual framework, as below:



**Regression equation:** Motivation Factors of Thai Gen Z towards Mutelu = (.981) + .283(Leaning) + .166(Relationship) + .192 (Dependency)



## Recommendation

From the results of the research it was found that the Thai Gen Z group has a high Mutelu (3.76) with high interest and belief in Mutelu (3.87 and 3.71). The motivation factors that mutelu are learning, relationships, and dependency. The researcher therefore would like to recommend as the following:

1. Learning: Educational institutions should inform teachers to understand students' expectations about learning that they are good at and teach students to understand the content as much as possible. On the part of students, they must be attentive in understanding the content of the subject.

Expectations regarding learning that are consistent with one's own aptitudes and abilities.

2. Relationships: Parents or social institutions must understand that among Gen Z, building relationships is a matter of feelings and interactions between individuals. Reducing the use of social media in favor of creating more interpersonal interactions.

3. Dependency: Gen Z is highly dependent on technology and self-reliance. When their hopes are not met, they will turn to Mutelu. Therefore, parents or social institutions must understand and support giving help or advice in certain matters to enable them to understand themselves

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