

DECISIONS OF GENERATION Y IN ALLEVIATING THE MISFORTUNE IN CHINESE INAUSPICIOUS YEARS

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ABSTRACT

This research aims to study the decisions of generation y in alleviating the misfortune in Chinese inauspicious years. Using quantitative research approaches Examples are: 300 Buddhists who came to make merit at Chinese sect temples. The tool used is a query. Analyze data with descriptive statistics, including mean and standard deviation. The results of the research showed that: The overall decision to make merit for the Generation Y group is very high. On a case-by-case basis, it was found to be at a high level. Generation Y Buddhists who come to make merit at Chinese temples are more willing to repeat their merits than others. This is followed by word-of-mouth communication and willingness to pay, respectively.

Keywords: Decision making / Alleviating the Misfortune in Chinese Inauspicious Years / Generation Y

INTRODUCTION

That belief has long been the foundation of the Thai way. From a multicultural society that adopts the concept, The practices, practices and beliefs that have become the Thai belief culture continue to the present day. The patterns of beliefs are passed down from generation to generation. The study by Lucky Heng Heng surveyed the behavior of Thai people about the belief in luck found that: more than 75 percent or about 52.5 million Thais, believe in horoscopes and philanthropy. By Gen Y Horoscopes are the no. 1 believer, accounting for 43.4 percent of all lucky believers, this is followed by Gen Z and Gen X, respectively. Baby Boomer has the least belief in horoscopes (Thairath Online, 2022). That may reflect that belief is still a strong legacy. Especially Gen Y, which is considered to be the main force of the nation today, who still needs something anchored, Under volatile circumstances around you.

As a result, the Chinese have 60 guardian deities for the Year of the Zodiac, the "God of Age", or the guardian deity of human destiny. But in Thailand, it is often unfamiliar or unfamiliar to see in any temple or shrine that has an idol of God of Age. Too much or a full amount. Most of them are holistic idols in a single idol. In the same way as other Chinese beliefs, when there is a good year, there is also a bad year. Since ancient times, the Chinese called over the bad years "Chinese Inauspicious Years", which comes from the word "Chinese Inauspicious", which means antagonistic. The Chinese believe that those who face Chinese Inauspicious Years will have bad things in their lives. Also, the belief of Chinese Inauspicious Years. It is also associated with other beliefs, such as Ganzi, Beliefs of the Year

of the Zodiac, Belief in the Five Elements, Tai Shuai Beliefs and Taoism. This is an ancient Chinese belief that is very complex (Bharadi Mahakhan, 2017). At the same time, Chinese Inauspicious Years also affect the fear of people who believe that they will suffer from dangers that follow the laws of nature. Although inevitable, it seeks to solve it, hence the origin of the ritual of worshipping the gods. "God of Age" to ask you to help alleviate the burden of karma or to solve Chinese Inauspicious Years, fix horoscopes, enhance life. There are various rituals that help solve Chinese Inauspicious Years. Swiping paper on the body and depositing the horoscope for Chinese monks to help pray for the ritual to help eradicate it. "Old Karma" Which, carefully considered, may have been the charity of the ancients who wanted people to worship the gods as a reminder to keep doing good, or donating alms to reduce stinginess and helping others. In line with the Buddhist belief that the creation of new karma with good karma, these inevitably results in a feeling of comfort for those who do it, Have the morale to face the stories around you next.

Research Objectives

To study the decisions of generation y in alleviating the misfortune in Chinese inauspicious years

Scope of Research

The location of this research study is Kamalawas Dragon Temple (Leng Nei Yi), Boromracha Kanchanapisek Memorial Temple (Leng Nei Yi Temple 2), Thipayawari Vihara Temple (Kamlowyi Temple) and Pho Man Khunaram Temple (Powming Po Ngyi Temple)

RESEARCH METHODOLOGY

This study used exploratory research (Survey Research). The population in this study was the Buddhists who came to Alleviating the Misfortune in Chinese Inauspicious Years include Kamalawas Dragon Temple (Leng Nei Yi), Boromracha Kanchanapisek Memorial Temple (Leng Nei Yi Temple 2), Thipayawari Vihara Temple (Kamlowyi Temple) and Pho Man Khunaram Temple (Powming Po Ngyi Temple) Between 21 and 37 years old, sample size 300 people. Data is collected from samples using questionnaires by distributing questionnaires by Chinese temples and online, and using descriptive statistics to analyze data.

FINDINGS

Table 1 Decisions of Generation Y in Alleviating the Misfortune in Chinese Inauspicious Years

List	Average	Standard Deviation	Interpretation
Word-of-mouth communication	4.49	0.61	High
1. Intending to introduce the Chinese Buddhist temple at Alleviating the Misfortune in Chinese Inauspicious Years. This year to another person.	4.47	0.76	High

List	Average	Standard Deviation	Interpretation
2. Chinese temples are often mentioned at Alleviating the Misfortune in Chinese Inauspicious Years. This year, in a good way.	4.59	0.61	Highest
3. Will encourage friends or acquaintances to make merit to solve the problem. Year Chong at the Chinese Temple at Alleviating the Misfortune in Chinese Inauspicious Years always this year.	4.52	0.69	Highest
4. Chinese temples are often mentioned at Alleviating the Misfortune in Chinese Inauspicious Years. This year, I've been frequently talking about Alleviating the Misfortune in Chinese Inauspicious Years.	4.46	0.77	High
5. Always recount the experiences of Alleviating the Misfortune in Chinese Inauspicious Years given by the Chinese temple at Alleviating the Misfortune in Chinese Inauspicious Years This year, always let your friends or acquaintances listen.	4.42	0.71	High
The intention is to repeat the alleviating the misfortune	4.60	0.51	Highest
1. If you want to Alleviating the Misfortune in Chinese Inauspicious Years, choose the Chinese temple at Alleviating the Misfortune in Chinese Inauspicious Years. This year, it's always the first choice.	4.62	0.61	Highest
2. The intention is to come Alleviating the Misfortune in Chinese Inauspicious Years at the Chinese Temple at Alleviating the Misfortune in Chinese Inauspicious Years. This year Again on your next trip.	4.62	0.59	Highest
3. Intend to Alleviating the Misfortune in Chinese Inauspicious Years at the Chinese Temple sect at Alleviating the Misfortune in Chinese Inauspicious Years. This year, again, in the future.	4.64	0.63	Highest
4. Intend to do other activities such as philanthropy or visit the sites within the grounds of the Chinese Sect temple at Alleviating the Misfortune in Chinese Inauspicious Years this year in the future.	4.53	0.64	Highest

List	Average	Standard Deviation	Interpretation
5. Very much intention of returning to Alleviating the Misfortune in Chinese Inauspicious Years or other activities at the Chinese Buddhist Temple at Alleviating the Misfortune in Chinese Inauspicious Years. This year, when the opportunity presents itself.	4.59	0.64	Highest
Willingness to pay	4.30	0.69	High
1. Willing to pay for a trip to Alleviating the Misfortune in Chinese Inauspicious Years at this year's Chinese Buddhist temple.	4.49	0.67	High
2. Although traveling to Alleviating the Misfortune in Chinese Inauspicious Years at this year's Chinese Buddhist Temple is costly and time-consuming, I am happy to come back in the future.	4.29	0.83	High
3. We are ready to support the activities of Chinese Buddhist temples that make merit this year, despite the increased costs.	4.20	0.86	High
4. Usually spend more on travel Alleviating the Misfortune in Chinese Inauspicious Years at Chinese temples, sects that make merit this year's Chong year than Chinese temples, sects, Shrines or other temples	4.21	0.91	High
5. Although the cost of Alleviating the Misfortune in Chinese Inauspicious Years at a Chinese temple or other temple is less costly than in this year's Chinese Sect Temple, it is still choosing Alleviating the Misfortune in Chinese Inauspicious Years at this temple.	4.31	0.85	High
Overview of Decisions of Generation Y in Alleviating the Misfortune in Chinese Inauspicious Years	4.46	0.54	High

According to Table 1, overall decisions of Generation Y in Alleviating the Misfortune in Chinese Inauspicious Years were high and highest level ($\bar{x} = 4.46$). Generation Y Buddhists who come to Alleviating the Misfortune in Chinese Inauspicious Years at the Chinese Sect temple are more willing to repeat their merits than others ($\bar{x} = 4.60$). This is followed by word-of-mouth communication ($\bar{x} = 4.49$) and a willingness to pay ($\bar{x} = 4.30$) respectively.

Word-of-mouth communication is at a high level. See Generation Y Buddhists who come to make merit at Chinese temples have word-of-mouth communication, at the high and highest level, in descending order as follows: Chinese temples are often mentioned at Alleviating the

Misfortune in Chinese Inauspicious Years this year in a good way ($\bar{x} = 4.59$). Friends or acquaintances are encouraged to come to Alleviating the Misfortune in Chinese Inauspicious Years at the Chinese Temple at Alleviating the Misfortune in Chinese Inauspicious Years this year ($\bar{x} = 4.52$). Intending to introduce this year's Alleviating the Misfortune in Chinese Inauspicious Years to others ($\bar{x} = 4.47$). The Chinese temple at Alleviating the Misfortune in Chinese Inauspicious Years is often mentioned during discussions about Alleviating the Misfortune in Chinese Inauspicious Years ($\bar{x} = 4.46$) and always talk about the experiences of Alleviating the Misfortune in Chinese Inauspicious Years given to friends or acquaintances about the Misfortune in Chinese Inauspicious Years ($\bar{x} = 4.42$), respectively.

The intention is to repeat the merit to a high level. When considered as a list see Generation Y Buddhists who come to Alleviating the Misfortune in Chinese Inauspicious at the Chinese Sect temple are determined to repeat their merits. At the highest level of all items. In descending order as follows: Intend to Alleviating the Misfortune in Chinese Inauspicious at this year's Chinese Temple again in the future ($\bar{x} = 4.64$). The intention is to make merit at this year's Chinese Temple at Alleviating the Misfortune in Chinese Inauspicious. Again, on your next trip ($\bar{x} = 4.62$). If you want to make merit to solve the year of Chong, you will always choose the Chinese temple sect that makes merit to solve the year of Chong this year as the first choice ($\bar{x} = 4.62$). Intend to return to Alleviating the Misfortune in Chinese Inauspicious or other activities at the Chinese Sect temple at Alleviating the Misfortune in Chinese Inauspicious this year when the opportunity presents itself ($\bar{x} = 4.59$) And intend to do other activities such as philanthropy or visiting various places within the grounds of the Chinese Buddhist temple at Alleviating the Misfortune in Chinese Inauspicious. This year in the future ($\bar{x} = 4.53$), respectively.

Willingness to pay is at a high level. When considered as a list see Generation Y Buddhists who come to Alleviating the Misfortune in Chinese Inauspicious at a Chinese sect temple are willing to pay. At a very high level, all the items. In descending order as follows: Willing to pay for a trip to Alleviating the Misfortune in Chinese Inauspicious at the Chinese Temple at Alleviating the Misfortune in Chinese Inauspicious Years, this year ($\bar{x} = 4.49$). Although the cost of Alleviating the Misfortune in Chinese Inauspicious Years at a Chinese sect temple or other temple costs less than at the Chinese sect temple at Alleviating the Misfortune in Chinese Inauspicious this year, they still chose Alleviating the Misfortune in Chinese Inauspicious Years at this temple ($\bar{x} = 4.31$). Although traveling to Alleviating the Misfortune in Chinese Inauspicious at the Chinese Sect temple at Alleviating the Misfortune in Chinese Inauspicious Years. This year will be costly and time-consuming, but I'm happy to come back in the future ($\bar{x} = 4.29$). Always spend on Alleviating the Misfortune in Chinese Inauspicious at the Chinese Temple at Alleviating the Misfortune in Chinese Inauspicious Years, this year, more than any other Chinese temple, shrine, or temple ($\bar{x} = 4.21$) and we are ready to support the activities of the Chinese Buddhist temple at Alleviating the Misfortune in Chinese Inauspicious this year, despite the increased cost ($\bar{x} = 4.20$), respectively

Summary of Findings

Generation Y Buddhists who come to alleviating the Misfortune in Chinese Inauspicious Years, Chinese temples are often mentioned at Alleviating the Misfortune in Chinese Inauspicious Years this year in a good way. Friends or acquaintances are encouraged to come to Alleviating the Misfortune in Chinese Inauspicious Years at this year's Chinese Buddhist temple. There is an intention to make merit to solve the year of Chong at the Chinese sect that made a merit to solve the year of Chong again in the future. They will always choose a Chinese temple that merits this year's Chong year as their first choice. And intend to do other activities such as making merit or visiting various places within the grounds of the Chinese Buddhist temple that is making merit this year in the future. In addition, Generation Y Buddhists who come to make merit at Chinese Buddhist temples, Willing to pay for a trip to make merit for the Year of Chong at the Chinese sect that made on merit for this year's Chong Year. However, although the cost of making merit for the year of Chong at other Chinese temples or temples is less than that of the Chinese temple that makes merit for this year's Chong year, they still choose to make merit for the year of Chong at this temple.

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