

CHAPTER 4

Empirical Results and Discussion

4.1 Analysis Results

In this study, the data have been retrieved from a survey by using online survey website which is one of the most common survey sites for most of researchers worldwide and it had been distributed to Cambodians' respondents who are able to access to the internet mainly on social media networking. There are all in all 415 samples collected from the survey, however, there were some missing questions from the respondents that they may have missed out or skipped some questions. Thus in the regressions, the observation numbers are not fairly balanced and distributed to each model run. This research is focused more on the econometric models regressions so there will be no detail of statistical analysis in this discussion. Since there are two main econometric models have been run in this study, the section is divided into two parts of the result regressions and analyses.

4.1.1 Logistic Result Analysis

This section is described about the estimating factors affecting Cambodians' respondents on their decision to establish friendship with Thai by regressing binary outcomes, Logit model. Results are obtained from the transformation of Equation (3) on their decision making as dummy dependent variables. The detail of regression is derived in Table (2) with significant levels from coefficients to marginal effects description and marginal of probabilities with their p value. There are a set of independent variables in the regression as denoted in chapter 3, nevertheless, there are 5 variables that result the significant effects on Cambodians as decision makers in building friendship with Thais. Scott (1997) mentioned that the most applicable approach in interpreting logistics regression is to check with the predicted probabilities of an event for different values of the exogenous variables. Marginal effect is also known as the partial change in the

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probability, it occurs when to compute by taking partial derivative with respect to independent variable X_k by holding other variables constant. Marginal effect of X , for better understanding, depends on the level of other variables to predict probabilities. William (2012) claims that computing predicted values of variables as average marginal effects are more preferable than at their means. People would prefer all data to be used rather than at just the means. Therefore, in this model, average marginal effects of all variables were computed in this estimation. Below is the detail description from logistic regression of decision making to establish friendship with Thais, which mainly on description as widely described by taking marginal effects to analyze results.

Table Error! No text of specified style in document..1 Estimation of logistics regressions of Cambodians' decision to make friends with Thais. (Yes=1, No=0), number of observations=335

Independent variables	Estimated coefficients	Marginal Effects	P value
Married	1.64	0.011	0.084***
Having Thai friends	3.66	0.12	0.018**
Travel to Thailand less than one week	3.81	0.12	0.011**
Travel to Thailand less than a month	3.5	0.11	0.049**
H: Do not wish to make friend with Thais due to political conflict (opinion likert scale)	- 1.96	-0.64	0.002*
J: Due to border conflict, two countries should remain enemy (opinion likert scale).	- 0.78	-0.26	0.066**
Log Likelihood	- 37.875		
Pseudo R2	0.548		
Prob > Chi2	0.000		

Note: *, **, *** represent the levels of significance at levels 1%, 5%, 10% respectively to the P-value of the regression.

After regressed the logistic model on dependent variable as decision making, from Table 4.1, the results of estimated coefficients and marginal effect which taken partial

derivative of variables show that overall p-value of the Model is 0.000 which is statistically significance, and very appropriate model to be used for analyzation. Marginal effects are taken from explanatory variables which are set equally at their mean values. There are six prominent variables out of 38 predictor variables give the significant descriptions to Cambodians' decision to establish friendship with Thais. Positive coefficient of married people is 1.64, and take partial derivative of probability is 0.011, which means that Cambodian's married people, as decision makers, 1.1 percentage points are more likely to agree to say "Yes" to have Thais as friends. Unsurprisingly to those who have already got Thais as friends, there is 12 percent chances potentially to build more Thai friends. To those who have travel experience in Thailand between a week to a month provide higher chances to say yes to make friend with Thais after taking the average effects of probability from coefficients. Covariant with opinion which represents for statement of opinion as "They wish not to make friends with Thai due to recent political issue between two countries." results in the negative relation of predictor to observed variable on their decision to make friends with the Thais. It decreases the chance to decide to have Thai friends at 64 percentage points of those who perceive political issues between two countries. Cambodians who concern more on the political issues could bound their rationality to establish friendship with Thais. Their attempt to agree to say yes to make friends with Thai drops 64 percent in agreeing to have Thais as friends, which predicted probability is to object with the statement. Similarly to J statement as, the two countries should remain enemy if they couldn't find solutions for border conflict (Preah Vihear border.) With negative coefficient, and negative sign in taking partial derivative for marginal effect is minus 26 percent which has higher chance to deny to have Thais friends.

As a result, it illustrates that having direct experience with Thais by traveling and existing information in Cambodians' perspective about Thailand. It does play significant role in their decision making that could be concluded as decision process is bounded with rationality and that could give a great impact on the individual level to national levels between two countries. While there are other factor variables that cannot predict and do not have impacts on their decision to make friends with Thais people; this could be implied to the theory as Simon mentioned, there are complexities for humans to make their decisions to be rational in accordance to cognitive conditions of human

behaviors. With expectation, existing information and perception between the two nations still plays prominent role in judging and making decision, especially on the political and social evaluations of the nations. This is compatible to Simon's proposition that people are limited from being rationale due to complexity of situations and conditions surround them.

4.1.2 Results of Ordered Probit Analyses

Having postulated model in Chapter 3, this section is the analysis of empirical results of 9 Ordered Probit Models, which are individually regressed dummy nominal variables of 9 intentions. The dependent variable of Model 1 denote as Y_N that is coded from 1 to 5 (the worst to the best). The terms of scaling in the model are highly negative and highly positive; therefore, the probability of belongings also differ from lower to high and vice versa. Since it is nonlinear regression, direct interpretation on coefficient is very rare condition. It is only well explained by marginal effects of the change coefficient of independent variable causes how much change to the dependent variable, with ordinal outcomes for such research, from outcome 1 until outcome 5. Marginal effect of such a variable is observed by estimating the probabilities at alternative values of independent variables X_i .

Estimated threshold variables $\mu_1, \mu_2, \dots, \mu_5$ are very significant that indicate the outcomes of Ordered Probit with 5 different satisfactory levels by taking marginal effect derivation with averaging the predicted probability from outcome 1 as strongly disagree to outcome 5 as strongly agree. Precisely, ceteris paribus effects or in other term is marginal effects, investigate on the change of probability when independent variables increase by one unit, how much change in the dependent variable. In this sense, marginal effects are taken by average means of all variables. It is important to analyze what are the rationalities which limit or enable them to make their decision from explanatory variables. Each table is described with significant predictor variables, estimated coefficients and predicted probabilities after regressing categorical variables with Ordered Probit regressions.

To begin with, Table 4.2: Summary Description of result, Model 1, from analyzation of categorical outcomes of the dependent variable for statement

(Cambodians' intention to visit Thailand once in their life.) with its coefficient associated with p-value and Chi-Squares statistic of model significance in a better description with interpreting the marginal effects of each covariate.

Table Error! No text of specified style in document..2 Estimated Ordered Probit Model 1 regression of Cambodians' intention to visit Thailand once in their lives.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Experience to travel to Thailand	-0.42 (0.019**)	0.013	0.018	0.073	0.042	-0.15
Experienced to travel to Thailand less than a week	-0.60 (0.029**)	0.02	0.027	0.104	0.053	-0.2
Pleasure as traveling's purpose	0.46 (0.015**)	-0.017	-0.023	-0.083	-0.023	0.15
Business as traveling's purpose	0.30 (0.095**)	-0.008	-0.012	-0.05	-0.032	0.090
A: do not wish to make friends with Thais	-0.15 (0.035**)	0.005	0.007	0.027	0.012	-0.052
E: Define Thais as enemy	-0.16 (0.07**)	0.006	0.007	0.03	0.013	-0.056

(P-value is presented in parentheses with its significance levels, 1%, 5%, 10% as *, **, ***)

For those who experienced to travel to Thailand have negative relation of coefficient 0.42 with p value less than 5 percent significant level. For Cambodians who have previously travelled to Thailand is likely to be neutral on their intention to visit Thailand again with the highest magnitude of partial effects at 7.3 percent in making a trip to Thailand. Furthermore, those who have travelled to Thailand, duration of stay is less than a week, shows the reverse on intention to visit Thailand again, and the partial effects of staying less than one week shows the highest probability of neutral opinion 10.4 percent. It shows that they are in between of intending to have plan to visit Thailand again, this has the limitation of their decision on future incidents. In addition, traveling purposes such as for pleasure and business have a good contribution to the significant levels less

than 10 percent level, which infers that those who have visited Thailand either business or pleasure purpose gives the high probability 15 percent agree to attempt to visit Thailand more. Attitude variable A “not wish to make friends with Thais” has the negative correlation with p value less than 5 percent level. They do not wish to have Thai friends, once taking this for partial effect, the highest probability is neutral where they seem to be neutral at 2.7 percentage points to attempt to visit Thailand, similarly to attitude opinion that defining Thais as enemy because they want to make war. They define Thailand their enemy; hence, by estimating marginal effects of their scale of opinion shows that they have neutral opinion in terms of having intention to visit Thailand in their life trip.

Table Error! No text of specified style in document..3 Estimated Ordered Probit Model 2 regression of Cambodians’ intention to stay non-violence with Thais who live in Cambodia.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Youth (from 0-24 years old)	-0.45 (0.011**)	0.025	0.017	0.053	0.044	-0.14
Pleasure as traveling’s purpose	0.45 (0.022**)	-0.02	-0.015	-0.050	-0.057	0.144
B: Thais are not friendly	0.22 (0.022**)	-0.009	-0.007	-0.023	-0.033	0.073
C: Thais seem to be unfriendly and dishonest	-0.23 (0.017**)	0.009	0.007	0.025	0.036	-0.078
G: influence from Thai’s movies	0.27 (0.000*)	-0.011	-0.008	-0.03	-0.041	0.09
L: should not accept donation from Thais	-0.18 (0.034**)	0.007	0.005	0.019	0.027	-0.06
M: No peace between two countries	-0.13 (0.064***)	0.005	0.004	0.013	0.02	-0.042

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Results from Table 4.3, dependent variable as their intention statement to stay non-violence with the Thais who live in Cambodia by taking partial derivative, indicates that demographic variable age, youth from 0 to 24 years old, is neutral to the term of staying non-violence with Thai people live in Cambodia, with probability 5.3 percentage points which are the highest of observing probability from marginal effects are indifferent. However, the marginal effects show that youth at 4.4 percentage points are more likely to agree with staying non-violence with Thais in Cambodia. For group who have travel's experiences to Thailand reveals a positive agreement to stay non-violence with Thais in Cambodia. The change in probability of pleasure experienced travelers agree with the idea of staying non-violence with Thais of the highest overall marginal effect outcome 5 as strongly agree at 14 percent, which those group of people are considered peace minded people due to their physical and tangible experience with the Thais, they would love to stay peaceful together.

Attribute variable of Cambodians perception toward the "Thais as not friendly" consists the highest probability to strongly agree at 7.3 percentage points to idea of staying non-violence with Thais live in Cambodia. Likewise, predictor variable on opinion of Cambodians consider Thais as unfriendly and dishonest at the highest probability from partial effects of variable at 3.6 percentage scores as agree to dependent variable. Those enjoy watching Thai's movies statistically shows the significant outcome to stay non-violence with Thais with magnitude outcome as strongly agree at 9 percent level. However, Cambodians who support the idea of not to accept any charity, donations from Thailand, taking marginal effect results show that their likelihood to stay non-violence with Thais by affirmation at 2.7 percentage points, which taken over the scores of opposing ideas. Last significant variable to the statement as "there should be no peace between two countries" shows the negative relation to dependent variable as to stay non-violence with Thais. The marginal effect from regressing of the highest outcome score is 2 percent as agree to stay non-violence with Thai who live in Cambodia. The results show that though some Cambodians have negative perceptions of Thai people, they are willing to stay non-violence with Thais, which could be inferred as all nations want to stay in peacefulness together.

Table Error! No text of specified style in document..4 Estimated Ordered Probit Model 3 regression of Cambodians' intention to study in Thailand.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Married	0.15 (0.077***)	-0.008	-0.034	-0.062	0.07	0.035
Rich (income more than 1,000 USD)	-1.91 (0.088***)	0.24	0.31	-0.023	-0.415	-0.117
Experience to travel to Thailand	-0.36 (0.041**)	0.01	0.048	0.083	-0.095	-0.047
Travel to Thailand less than a week	-0.49 (0.066***)	0.015	0.067	0.109	-0.13	-0.063
Pleasure as traveling's purpose	0.47 (0.011**)	-0.018	-0.07	-0.091	0.127	0.052
D: Thais are too conservative and cold	0.20 (0.02**)	-0.006	-0.03	-0.042	0.053	0.023
E: Define Thais as enemy	-0.28 (0.002*)	0.009	0.04	0.062	-0.077	-0.034
G: influence from Thai's movies	0.16 (0.026**)	-0.005	-0.022	-0.035	0.043	0.02
I: No peace due to gap in living standard.	-0.16 (0.041**)	0.005	0.022	0.035	-0.043	-0.02
L: should not accept donation from Thais	-0.24 (0.003*)	0.007	0.033	0.052	-0.065	-0.03
M: No peace between two countries	0.11 (0.079***)	-0.003	-0.016	-0.025	0.031	0.013

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Table 4.4 describes the details of Ordered Probit Model 3 in terms of Cambodians' intention to study in Thailand, we find out that demographic variable with marital status does give a moderate important factor to their decision in determining their educational purpose. Married people increase the probability in pursuing their education at 7 percent.

This is very low; however, they tend to support educational action in Thailand though they are already married. Astonishingly, higher income level, which in this case, we counted as rich group of people with salary rank more than 1,000 USD per month has the negative relation with their decision to study in Thailand with significant level less than 10 percent. Rich people decrease their intention to study in Thailand based on predicted probability of outcomes 4 and 5, which are supportive opinions to observed variable. The highest probability from the estimation is 31 percentage points of disagree to the idea of having education in Thailand. This could convey that they might have other educational choices of regions rather than Thailand with higher income people.

Their traveling experience would not determine their decision for education to Thailand due to positive neutral at 8.3 levels. With Statement describe about Thais' attitude as "Thais are too conservative and cold" has a significant level at less than 5 percentages which means Thais attitude and their characteristics would not affect outsiders as Cambodians to decide to pursue their degree in Thailand. Cambodians who perceived Thais as cold and reserved tend to show their higher potential to study in Thailand at 5.3 percentages. Predicted attitude variable statement as "I find Thailand is my enemy because they want to make war with Cambodia." has negative correlation to their intention to study in Thailand. Predicted probability of dichotomous scales shows the signs of positive to disagreement to in between as the highest points at 6.2 which means they are indecisive to either decide to have education in Thailand nor other countries since they have negative perception of Thais. Additionally, for Thai's movies lovers give a significant effect to their education in Thailand, and predicted probability effect shows that there are 4.3 percentage scores higher chance to attempt to get their education in Thailand.

To predict variable I "Cambodians' perspective on two races shout not be in peace together due the big gap of living standard between two dyad" shows the negative coefficient of their attempt to get education in Thailand. From estimation, the least probabilities are most likely to disagree to study in Thailand to the highest points at neutral scores as 3.5 percentages. The most concern with the regard of living standard, possibly this could be narrowed down by boosting economics between two countries. Descriptive variable as "Cambodia should not accept charity or donation from Thailand"

shows the negative relation with attempt to get education in Thailand. They do not wish to accept aids, yet results illustrate that they tend to be indifferent from the highest marginal effect at 5.2 percentage points to attempt to get education in Thailand. Unexpectedly, the last significant variable on descriptive attribute as “There should be no peace between two nations”, the highest probability from marginal effects shows there are 3.1 percentage points more likely to support to get education in Thailand. These ground of people do not support the idea of two countries should be in peace together, yet they intend to get education in Thailand. This is the contradictory outcome from the estimation, while these groups would value more on education rather than discrimination itself.

Table Error! No text of specified style in document..5 Estimated Ordered Probit Model 4 regression of Cambodians’ intention to have Thai boyfriends or girlfriends.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gender (Male)	0.47 (0.000*)	-0.063	-0.097	0.047	0.087	0.026
Travel to Thailand less than a week	-0.74 (0.006*)	0.093	0.015	-0.053	-0.141	-0.048
Travel to Thailand less than a month	-0.69 (0.019**)	0.1294	0.1298	-0.13	-0.105	-0.024
Pleasure as traveling’s purpose	0.35 (0.056***)	-0.05	-0.073	0.04	0.064	0.018
C: Thais seem to be unfriendly and dishonest	-0.21 (0.026**)	0.027	0.043	-0.02	-0.04	-0.012
K: Two countries should be ready to compete for AEC	0.10 (0.055**)	-0.013	-0.021	0.009	0.019	0.005

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Results in Table 4.5 demonstrates the outcomes of dependent variable of Cambodians' intention to establish intimate relationship with Thais. Unsurprisingly, gender as male proves the excellent significance to determine their intention to have Thai girlfriend as p-value less than 1 percent level. Male increases probability to agree to establish romantic relationship with Thai female at the highest points 8.7. This could be conveyed with social behavioral of human characteristic, especially about male, they tend to build intimate relationship with other races. Cambodians who have experienced of traveling in Thailand between a week to a month, results from partial effect of outcomes reveal that the negative relation on their intention to have boyfriend or girlfriend as Thais. Up to 12.98 percentage scores disagree to have intimate relationship with Thais. Out of expectation, pleasure travelers get the highest probability in agreeing to have Thai's girlfriend or boyfriends. With regard of having negative perception of Thai as unfriendly and dishonest shows the negative relation to their intention to establish romantic relationship with Thais. Results disclose the disagreement to establish romantic relationship with Thais to who perceive Thais as unfriendly and dishonest at 4.3 percent. Yet, seemingly, there is a moderately significance on their perspective of readiness for upcoming AEC while this is a complimentary to establishing intimate relationship. The two countries should be ready to join AEC together, at the same time, they also intent to agree to have romantic relationship with Thais at the least point at 1.9 percentage points.

Table Error! No text of specified style in document..6 Estimated Ordered Probit Model
5 regression of Cambodians' intention to trade goods with Thailand in the mean of imports and exports.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Gender (Male*)	0.25 (0.056***)	-0.007	-0.013	-0.056	0.031	0.046
Business as traveling's purpose	0.39 (0.03**)	-0.009	-0.018	-0.084	0.027	0.084
A: As do not wish to make friends with Thais	-0.13 (0.078***)	0.004	0.007	0.029	-0.016	-0.024
D: Thais are too conservative and cold	0.18 (0.041**)	-0.005	-0.009	-0.04	0.021	0.033
K: Two countries should be ready to compete for AEC	0.12 (0.025**)	-0.004	-0.006	-0.028	0.015	0.023
L: should not accept donation from Thais	-0.25 (0.002*)	0.008	0.013	0.057	-0.03	-0.048

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Table 4.6 shows Cambodian intention to trade goods in the mean of imports and exports with Thailand. In this model, gender as male does play a significant role less than 10 percent levels broadly significance to business travelers. Male shows their extremity at probability at 4.6 percentage points of agreement to trade goods with Thailand. Cambodians who have traveled to Thailand for business purposes give the peak chance to strongest agree to import and export goods with Thailand of probability at 8.4 percentage scores. With attribute A as (I do not wish to make friends with the Thais.) has a significant level less than 10 percent level, yet has a negative relation to dependent variable of their intention to trade with Thailand. They show the highest partial effect at outcome 3, which is neutral to opinion to trade with Thailand. With their perception of

Thai's attitude, cold and conservative also give a strong determinant in their intention to trade with Thai with the significant level less than level 5. The predicted probability in marginal effects, perceiving on Thai's attitude as cold and conservative, is to agree to trade with Thai with 3.3 percentage points. Although they learnt about Thai's attitude in the reserved perception, this do not impact on Cambodians' intention to do trade with Thais. Regarding to perception of the upcoming AEC integration that the two countries should be ready, it shows the significant p value 0.025. Results reveal the positive effect from predicting probabilities that the trading between two nations should be more active. The higher intention to have trade with two countries, the more readiness of both to compete with upcoming AEC integration. Unlikely, the attribute L as the denial concept that Cambodia should not accept charity, donation, NGO from Thailand has the negative correlation with trading with Thailand at its highly significant 1 percent level. Thus the predicted probability from marginal effect at the highest level is 5.7 percentage scores which refer to neutral opinion. Consequently, the denial of accepting donation from Thailand, the probability of Cambodian perception to have imports and exports with Thailand is moderate point.

Table Error! No text of specified style in document..7 Estimated Ordered Probit Model
6 regression of Cambodians' intention to work in Thailand.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
High school	2.08 (0.019**)	-0.028	-0.15	-0.441	0.073	0.547
Bachelor	2.0 (0.018**)	-0.106	-0.368	-0.273	0.58	0.16
Master	2.16 (0.011**)	-0.075	-0.25	-0.388	0.303	0.41
Having Thai friends	0.27 (0.057***)	-0.013	-0.048	-0.038	0.078	0.022
Travel to Thailand less than a week	-0.49 (0.062***)	0.025	0.09	0.071	-0.143	-0.078
Pleasure as traveling's purpose	0.44 (0.016**)	-0.026	-0.083	-0.05	0.128	0.032
G: influence from Thai's movies	0.14 (0.055***)	-0.007	-0.025	-0.019	0.04	0.01
H: Do not wish to make friend with Thais due to political conflict	-0.32 (0.002*)	0.017	0.06	0.043	-0.094	-0.025

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Table 4.7 from regressing model 6 shows the description of Cambodians' decision on intention to work in Thailand. Respondents' education background does play important role to their intention to work in Thailand from high school to master degree levels show the highest point at 58 percentages to agree to work in Thailand. This could be concluded that education is the main tool to enable Cambodians to migrate from place to place with their p value less than 5 percent levels, especially to migrate and work in Thailand as neighboring country. Furthermore, for those who have Thai friends also show with their agreement to work in Thailand at 7.8 scores. To those who have travelled experience less than one week, the result finds out that they disagree to work in Thailand. Needless to say, pleasure travelers give the highest probability to agree to work in

Thailand at 12.8 percentage points. Potentially, they have seen more working opportunities during their trip that's why they intent to work in Thailand. At every least scores, the influential group from watching Thai movies show the agreement to work in Thailand at least scores at 4 percentage. However, on attribute H (negative coefficient) "recent political issue between the dyad, individuals do not attempt to make friends with Thais" result reveals that they tend to disagree to work in Thailand at highest scores among the 5 outcomes at 6 percentage points, although its significant level is statistically high at less than 1 level. This can be inferred that political tension could impact on respondents' decision making to come and work in Thailand.

Table Error! No text of specified style in document..8 Estimated Ordered Probit Model 7 regression of Cambodians' intention to move to live in Thailand.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
High school	2.14 (0.014**)	-0.112	-0.357	-0.233	0.312	0.391
Bachelor	1.9 (0.021**)	-0.322	-0.432	0.384	0.315	0.054
Master	2.07 (0.013**)	-0.220	-0.39	0.024	0.37	0.217
Travel to Thailand less than a week	-0.62 (0.019**)	0.10	0.14	-0.114	-0.106	-0.02
Pleasure as traveling's purpose	0.65 (0.000*)	-0.122	-0.132	0.138	0.098	0.016
D: Thais are too conservative and cold	-0.16 (0.046**)	0.027	0.037	-0.032	-0.027	-0.004
G: influence from Thai's movies	0.24 (0.001*)	-0.04	-0.054	0.048	0.039	0.006
M: No peace between two countries	0.17 (0.009*)	-0.028	-0.038	0.033	0.027	0.004

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Table 4.8 regression on Cambodians' intention to move to live in Thailand as dependent variable, similarly to Model 6, intention to work to Thailand, education does play significant role in determining their migration to Thailand from high school degree to master degree at p value less than 5 level. For those who get education at high school level, their probability on strongest agreement to move to live in Thailand is highest at 39.1 percentages. Between 30 to 40 percentage points of bachelor degree respondents, they tend to agree and indecisive to move to live in Thailand. Relatively, those who get master education shows their affirmation at 37 percentages to agree to move and live in Thailand. For travelers who experienced to stay in Thailand in less than one week show their disagreement which highest probability to move to live in Thailand. Pleasure travelers to Thailand has the highest probability from partial effect as neutral at 13.8 percentage points to move to live in Thailand.

In the sense of learning about Thais' attitude as they are conservative, would determine their decision to move to Thailand, the highest probability on disagreement at 3.7 percent to move to live in Thailand. In this case, perceiving that Thais are conservative and unfriendly would give a drag to Cambodians' intention to move in, negative correlation between these factors. Having watching Thai movies potentially influences their decision making to attempt to learn or get more experience from Thailand. They tend to be neutral when the marginal effect is taken to estimate the probability at 4.8 percentage points. On attribute variable as "There should be no peace between two countries" gives a high significant level as 0.009, less than 1 percentage, while taking partial effect to estimate degree of opinion shows that those tend to be neutral to move to live in Thailand at every low scores as 3.3 percent.

Table Error! No text of specified style in document..9 Estimated Ordered Probit Model 8 regression of Cambodians' intention to have Thai citizenship.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Pleasure as traveling's purpose	0.36 (0.047**)	-0.08	-0.062	0.074	0.056	0.012
Business as traveling's purpose	0.28 (0.094***)	-0.054	-0.057	0.05	0.049	0.012
G: influence from Thai's movies	0.17 (0.017**)	-0.036	-0.031	0.033	0.027	0.006
M: No peace between two countries	0.20 (0.02**)	-0.042	-0.037	0.039	0.032	0.007

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Table 4.9 summary of significance variables on Cambodians' intention to have Thai citizenship regressed as Model 8 in the Ordered Probit regression, their traveling experience and purpose of traveling as pleasure and business means show the positive correlation to attempt to have Thais citizenship. However, marginal effects with highest probabilities of 5 outcomes reveal neutral on attempt to own Thai citizenship at 5 to 7 percentage points. In addition, those who have watched and much influenced from Thai movies illustrate the attempt significant contribution in owning Thai citizenship with p value less than 10 percent level. Plus, the adjustment of probability is neutral as the highest at 3.3 percent. This shows that having direct exposure with Thais help those to make up their decision on further contact with Thailand. Unrelatedly, attribute as "There should be no peace together between Cambodia and Thailand" also shows high significant level less than 5 percent that could impact on their decision to have Thai citizenship. The probability of estimating marginal effect shows the neutral outcome is the highest against the intention to have Thai citizenship. From all marginal effects outcomes are on the neutral scores, which could be conveyed that trying to get involved other parties, it does not necessary to get other citizenship by giving up on their native citizenship to get other citizenship.

Table Error! No text of specified style in document..10 Estimated Ordered Probit Model
9 regression of Cambodians' intention to keep peacefulness without war with Thailand.

Independent Variables	Estimated Coefficients	Marginal Effects				
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Pleasure as traveling's purpose	0.34 (0.097***)	-0.006	-0.014	-0.028	-0.085	0.135
Business as traveling's purpose	0.36 (0.058***)	-0.004	-0.011	-0.026	-0.101	0.144
A: As do not wish to make friends with Thais	-0.20 (0.009*)	0.003	0.007	0.016	0.053	-0.081
B: Thais are not friendly	0.22 (0.029**)	-0.003	-0.008	-0.018	-0.058	0.088
C: Thais seem to be unfriendly and dishonest	-0.27 (0.009*)	0.004	0.01	0.021	0.07	-0.107
G: influence from Thai's movies	0.14 (0.076***)	-0.002	-0.005	-0.011	-0.037	0.056
L: should not accept donation from Thais	-0.20 (0.020**)	0.003	0.007	0.016	0.053	-0.08
M: No peace between two countries	-0.22 (0.001*)	0.003	0.008	0.018	0.059	-0.09

(P-value is presented in parentheses with its significance level, 1%, 5%, 10% as *, **, ***)

Table 4.10 summary of results from regressed dependent variable "Cambodians' intention to remain peacefulness without war with Thailand." Demographic variables do not have correlations in this factor. Again, traveling experience and direct exposure with Thailand gives a considered important to remain peace between two countries with its significant level approximately less 10%. Having experienced to travel to Thailand shows the highest agreement on intention to stay peaceful at 13.5 percentage points. Similarly, business travelers also shows relatively strongest agreement to stay in peaceful at 14.4

percentage points. Attribute, as predictor variable A (I do not wish to make friend with Thais) shows the negative relation to dependent variable as to remain peace between the nations.

This results of magnitude of probability of outcomes illustrate that though they do not wish to build friendship with Thais, the highest 5.3 percentages taken all over from all disagreement. With high regard of perceiving Thai's attitude as dishonesty, unfriendliness resulting negative relation to observation factor as to remain peace within nations. There is a strong probability to stay in peaceful means at 7 percentage points. Predicted variable L as "Cambodia should not accept donations from Thailand" shows the negative relation with significant value from the regression, yet the highest probability is 5.3 percentage points as the highest to agree to remain peace between two countries. Lastly, the attribute variable on statement "There should be no peace between two nations" shows the negative correct to intention to remain peacefulness between two nations, which is very obvious to the controversial between these exogenous and endogenous variables. Regressing marginal effects on the variables give better results for the outcomes. Taking partial effect on outcomes reveals that those who seems to think that peace should not be exist between Cambodia and Thailand are more likely to agree with dichotomous scales to positive sign at 5.9 percentage points to remain peace between the two countries.

After plotting marginal effects, all the results reveal on the positive side of all significant independent variables at the highest scores are positive at outcome 4 and outcome 5, which are mostly agree and strongly agree. These results indicates as overall perception of individuals are having a strong attempt to stay in peace together, no matter what perception, perspective of how other would pre-judge or evaluate other parties, they are intentionally to stay in a peaceful mean together without war.

4.2 Discussion

Results from the estimations from both models which fitted with objectives of the study reveal that there are factors which limited human's decision procedures. Specifically, this study is to explore on factors that determine Cambodians as respondents on their decision making to build friendship with Thais. In general, the results justified that demographic

variables do not have a great impact on Cambodians' decision making to say yes to make friend with Thais. At the very least point to mention, married couples potentially pointed out their attempt to have Thai friends. Likewise, from the results of regressing logit model on Cambodians' decision to establish friendship with Thais are mainly based on their experiences in direct exposure with Thais, literally, on their traveling experience to Thailand. Respondents attempted to prove that they are rational people in regarding to the outcome of their final decision. Unconsciously, their decisions have been restricted with their travel experience, which resulted as the outcome of their ultimate decision. That shows a tremendous impact on Cambodians' decision making procedures. More importantly, the media in regard of their awareness to provoke political issues between two countries illustrate the great impacts on decision procedures of Cambodians to build friendship with Thais. Their cognition has been limited due to media spread which is the constraint of their procedures. However, there are unstated factors which are not listed in the questionnaires and those could technically affect and limit Cambodians' decision towards the Thais as well. Cambodians perspectives are limited from being rational. Like having been said by Simon (1955), there are complexities which restricted humans from being rational during their decision making. In this study, those factors are mostly considered as existing information, perceptions of Cambodians toward Thais, and recent issues between the two countries give a big contribution in significant statistical analyses to explain the decision process of their cognition. Essentially, in their intention procedures, which observe decision making behavior also reveal that the most important attribute is traveling experience to Thailand and perceiving Thais' attitudes through media are factors which strongly confirmed their intentions to decide the possibility to establish friendship with Thais and to get involved with the Thais such as intention to study in Thailand, work, trade, or even intend to build intimate relationship with Thais in the longer run.

Regressing 9 models of ordered probit estimations on each intention, generally within 9 models, the demographic variables explained the statistically significant differences on each intention model run. Concerning Cambodians' intention to visit Thailand, the highest probability from the estimation is pleasure travelers at 15 percentage points which were higher than any other attribute variables in the regression. Moreover, demographic variables, as youth, higher income group, education background, and being male indicate

various effects on nine intentions from the categorical outcomes of each intention regression. Demographic variables such as levels of education are prominent at estimating the intention to work and move to live in Thailand. The findings reveal education background from high school to master degree levels give significant results to the highest points at 58 possibilities to get involved with Thais through education taking over all nine intentions' estimation. Education points out the strong determination in explaining Cambodians' intention to work and to move to Thailand. In detail with contemporary Cambodian perceptions, they value high on education which is considered as the best vehicle to mobilize their migration in a better standard. Equally, travelling experiences as pleasure, business means, and the length of stay in Thailand are in line with high anticipation in getting involved with Thailand such as to own Thai citizenship and to stay in peaceful mean together. In intention to get Thai citizenship, the overall highest marginal effects are on the neutral outcome. From this analogy, it could be concluded that Cambodians are in between in attempt to get Thai citizenship. By trying to get involved with other side, it does not necessary to be in a mean of getting citizenship by quitting own citizenship in a broader view. Even those who enjoy watching Thai movies; the result shows a positive relation to remain peaceful with Thailand. Descriptive variables portray Cambodians' negative perceptions on Thais, yet their insights to reveal they wish to remain peaceful and maintain good relation as in one region and with neighborhood countries. With all intention statements from the estimations, Cambodians attitude is overall viewed as pacifists, results are all on the affirmation side on each independent variable support to statement of intention to stay in peace together.

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