

Factors Affecting Female Undergraduate Students' Being a Masseuses: A Case of the Massage Parlor in Thanon Phatthanakan, Bangkok Metropolis

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Abstract

The purpose of this research was to study the factors affecting female undergraduate students' being a masseuses of the massage parlor in Thanon Phatthanakan, Bangkok Metropolis. For the research methodology in this research, using anthropological research methods that were used in data collection by participatory observation and in-depth interviews of 10 female students who are undergraduate students with the age range between 18-25 years. They were engaged in sex services of the massage parlor in Thanon Phatthanakan, Bangkok Metropolis. The results showed that 1) income, 2) materialism, 3) family status, 4) separated family, 5) sex experiences, and 6) friend group influence on being a masseuse.

Keywords: Female Undergraduate Students, Masseuses, Prostitution, Massage Parlor

Introduction

Thailand is rumored to be a prostitute. Also known as prostitutes and has been a source of many prostitutes for a long time. Especially in Bangkok, there are many sources of sex services that are widely known to the public, such as Thanon Patpong. Besides, Bangkok also has a large number of additional sex services locations which can be divided into 6 districts including 163 Kaset-Ratchayothin districts, 507 Lat Phrao-Ramkhamhaeng districts, 121 Don Mueang-Rangsit districts, Thonburi 82 districts. There are 166 locations in the Sukhumvit district and 213 of the central business area. An important factor in deciding to visit a massage parlor for playboy is the average age of prostitutes in Bangkok is 23 years, the youngest is 18 years, and the oldest is 45 years (Rattanakun, 2018).

Nowadays, materialism has a great influence causing the young generation to want to have it. Therefore, there are female undergraduate students between the ages of 18-25 years that some groups are willing to be a masseuse to obtain exchange things such as expensive mobile phone money, brand name bags, etc. They think that prostitution is a good business for them. Pattanakarn District, Suan Luang District, Bangkok Metropolis, there are not many places massage parlor. But there is a massage parlor that is unique, beautiful, known and is ranked at the top of playboy is "Tara Resort and Spa (research alias)" located at Phatthanakan Road established and opened on February 10, 2004, and officially opened on April 1, 2004. In the past, it was "Osaka Massage Parlor (research alias)". "Tara Resort and Spa (research alias)" is a full-service massage parlor that has a unique combination of "Thai Lanna" and "Bali" style. This place is ideal for a playboy who

wants to relax, massage, spa with beautiful women. Also, there are concerts and various activities, including 72 rooms for service users.

From the data collected in the field of research, preliminary research found that "Tara Resort and Spa (research alias)" have sex workers aged 18-25 years look forward to welcoming so many customers choose to use. This massage parlor offers many masseuses sitting on the sofas. The waitress in the massage parlor provides a masseuse by a service charge of approximately 4,500-10,000 baht, masseuse younger are charged higher than masseuse older. Although the service charge of masseuses at the "Tara Resort and Spa (research alias)" are very high. But there are always a group of playboy coming as customers. As the survey mentioned above, this is because most of these masseuses are young, they are well-liked by the group of playboy.

All the problems mentioned above, the researcher aims to study the factors affecting female undergraduate students' being a masseuse of the massage parlor in Thanon Phatthanakan, Bangkok Metropolis. And the daily life of today's female undergraduate students as well as studying the problems and solutions to problems in the female undergraduate students engaged in a masseuse or a prostitute. This study is an interesting case study, because it is the duty of the students are responsible for learning and disciplined and compliance with the law and understand the value of Thailand's culture and appropriate behavior. But instead of voluntarily becoming a masseuse or a prostitute.

Research Objectives

To study the factors affecting female undergraduate students' being a masseuse of the massage parlor in Thanon Phatthanakan, Bangkok Metropolis.

Literature Review

Regulations and guidelines for the ethics of human research

Nowadays, conducting human research needs to first be approved by the Human Ethics Committee. Before being able to publish the research. The ethics of research widely used by people as it is concise, easy to remember, and has a comprehensive definition of social science research, The Belmont Report, announced by a working group consisting of doctors, scientists, lawyers, and ethics. 1967 at the Belmont Conference Center, Smithsonian Institute, Washington, DC, USA. The ethics of researching in general in The Belmont Report consists of 3 principles as follows: 1) Respect for person by requesting consent from the target population of the research to join as a research volunteer Principles of usefulness Harmless (Beneficence / Non-maleficence) by specifying whether or not volunteers will benefit or what benefits or other benefits may pose a risk to the volunteers. The researcher kept the subjects' confidentiality, with no identifier to identify the subjects, and 3) the principle of justice (Justice) is that there are clear criteria for screening in and out without bias, there is a distribution of benefits and equally risk by random methods. (Sueblinong, 2008)

Summary of guidelines for human research as follows: 1) the researcher writes a proposal for a research proposal that has scientific validity. 2) In the research methodology, before taking any action with the volunteers, such as screening, the researcher writes the process of the consenting process first, namely the person requesting consent, the place to request information agree Providing explanation information Etc. answering questions, allowing independent decisions before signing for consent. 3) To show that the researcher will follow

ethical principles in the researcher the topic "Considerations in research ethics (Ethical consideration)" by analyzing according to the ethics of human research, 3 items. 4) The researcher proposed this research plan schedule. The experimental procedure with the data collection volunteers. Proceed after the proposal has always been approved or approved by the Research Ethics Committee. (Office of National Research Council, Ministry of Science, Technology, and Environment, 1998)

Research Methodology

This research is qualitative research using documentary research and anthropological research by participant observation, informal interviews, and in-depth interviews (Chantavanich, 2012).

Population used in the study is female undergraduate students aged between 18-25 years who are masseuses of the massage parlor in Thanon Phatthanakan, Bangkok Metropolis. A sample of 10 people who have chosen to in-depth interview key informants, using the purposive sampling method (Tirakanant, 2014). The researcher used the interview form as a research tool. It is an open-ended question interview model to get an open answer about the problem and informers are free to answer.

Data collection from document data and anthropological field data collection in which the study chose to use data collection methods with participatory observation. The researcher used the triangulation data checking method to check that the information we interviewed with key informants is sufficient to address the educational objectives (Babbie, 2015). After collecting the data, the researcher then brought the data for content analysis to categorize the data to summarize the study results.

Results

Part 1: Results of general data analysis of female undergraduate students of the massage parlor

Table 1 shows the age levels according to the number of samples. Divided into 18 years with 1 person (10 percent), 19 years of age with 1 person (10 percent), 20 years of age with 1 person (10 percent), 21 years of age with 4 people (40 percent) There are 3 people (aged 22 (30%), which, on average, are 21 years old.

Table 1 Summary age, number, and percentage of the sample.

Order	Age	Number	Percentage
1	18	1	10
2	19	1	10
3	20	1	10
4	21	4	40
5	22	3	30
Total		10	100

Table 2 summary the types of Universities of the sample.

Order	University	Number	Percentage
1	Government	3	30
2	Private	7	70
Total		10	100

From table 2 shows that the sample group of 10 people interviewed from private universities, 7 people (70 percent), more than public universities, 3 people (30 percent).

Part 2 Data analysis for research objectives

From in-depth interviews and participatory observation by studying behavior and getting to know personally with all 10 female undergraduate students, 6 important factors are affecting female undergraduate students' being a masseuses of the massage parlor:

1) Good income is a factor that causes a masseuses because all 10 masseuses (100%) agree that sexual services can make money easily, quickly, earn good money and give higher compensation than working in other professions that students can do. Including not having to use any skills or skills at all. However, everyone decided to continue working even after graduating with a bachelor's degree. Because it is not possible to reject a large amount of income that has ever been and still wants to use the compensation as needed in which each person uses it in different ways.

2) Materialism is a factor causing female undergraduate students to a masseuses of the massage parlor because 8 masseuses are key informants who 1st, 2nd, 4th, 5th, 6th, 8th, 9th and 10th (accounting for 80 percent) agree that their daily living habits must be in the style of fashion and various utensils must be modern or brand name products that are popular to show their status, whether it's bags, shoes, watches, mobile phones, or clothes that need to be matched together. They believe that using expensive and modern items can increase confidence and enhance personality in a classy manner. Also, going with a group of friends requires similar items or tastes of the same. However, 2 female prostitutes, the 3rd and 7th key informants (accounting for 20 percent), did not show materialistic behavior. They work the massage parlor because of economic poverty, want to find a way to support themselves. Including paying tuition fees to send oneself until graduation.

3) Family status is a factor causing female undergraduate students to a masseuse of the massage parlor because 10 masseuses (100%) have the same opinion that their families are difficulty status and are strapped with debts. Family support is an economic factor that drives them to a masseuse of the massage parlor to pay compensation to relieve their debt. At the same time, all key informants providers confirm that there is a burden to be responsible for the family, which is mainly parents, siblings, including oneself. Admission to universities, especially in private universities which has a relatively high cost of study. Families have to pay high expenses, therefore, is a burden causing the family to borrow more debt. And everyone likes to go for a night out which costs a lot. So, they decided to work the massage parlor to increase income.

4) Separated family is a factor causing female undergraduate students to a masseuse of the massage parlor because 9 masseuses are key informants who 1st, 3rd, 4th, 5th, 6th, 7th, 8th, 9th and 10th (accounting for 90 percent). The family is in trouble. Some people are divorced. Some parents have died, living with adult relatives since childhood. Some people only have a father living life does not live with the parents. Hence, lacking

warmth and love from having a mother and father causing they decided to work the massage parlor. However, 1 masseuses is the 2nd of key informants (accounting for 10 percent) in a family that parents love her too much by let her decide to live the way she wanted.

5) Sex experiences are a factor that causes female undergraduate students' being a masseuse of the massage parlor because all 10 masseuses (accounting for 100 percent) agree that entering a masseuse's career is an easy decision. They have engaged in sexual intercourse with a lover before. Consequently, they dare to voluntarily come to work sex services. Besides, they firmly confirm with the researchers that if you have never had sex experiences is with men before you probably would not dare to work sex services.

6) Friend group influence is a factor causing female undergraduate students to a masseuse of the massage parlor because all 10 masseuses (accounting for 100 percent) have indicated that entering a masseuse's career from a group of persuaded friends. Most of those friends are prostitution and work in the massage parlor. Some friends have the network of the massage parlor. They indicated that masseuses have good income and rewards. All key informants also told the researcher that they saw a group of persuaded friends who had experience in prostitution and lived a comfortable life. They use expensive items and have a lot of money. Therefore, they decided to do this job willingly when their friends immediately persuaded.

Conclusion and Discussion

From data collection using anthropological research in the field to research the factors affecting female undergraduate students' being a masseuses of the massage parlor in Thanon Phatthanakan, Bangkok Metropolis by choosing the "Tara Resort and Spa (research alias)" located at Phatthanakan Road as the unit of analysis for this research. The duration of the research is between January and June 2018 for a full 6 months, which has to get in close contact with the masseuses of the massage parlor as a client to use sex service, whether it is a single interview and participatory observation. The researcher analyzed the data and then summarized the findings and discussed the findings as follows: According to the research, good income is the factors affecting female undergraduate students' being a masseuses of the massage parlor because of the amount of money from each sex service. Therefore, they do not hesitate to work sex services to get a high income in the future.

Also, the research found that friends, whether friends at university, or co-worker, or a friend who lives together has a strong influence on sex services decision of female undergraduate students. Whether enticing or suggesting or imitating one another both good and bad. The female undergraduate students admitted that wanted to be accepted by their friends. Thus, they shaped accordingly with a group of friends providing information about sex services, persuading and recommending sex services. Whether some friend who has experience in prostitution or work in a place that is a network of sex services. Friends try to pressure other friends to have to sex services. Both of these findings are consistent with the deviant behavior perspective theory that has proposed that deviation is behavior that groups or societies consider deviate from the general norm Causing resistance and punishing offenders to explain the consistency that sex services for female undergraduate students are considered a deviant behavior (Thio, Taylor, & Schwartz, 2018). Sex services can make good compensation for money is a way of thinking, regardless of the method of obtaining decide on sex service. Then, if they have not defined themselves as deviators, they are considered primary deviations. Society

will see them as deviations and they felt why society condemned them like that will cause conflicts between themselves and society.

The research also found that materialism is the factors affecting female undergraduate students' being a masseuse of the massage parlor because they want to be accepted by society or friends. Causing the idea of making money from shortcuts that do not have to waste a lot of time. For being popular among friends, looking modern, get dressed well, and use expensive decorations like a friend. This result is consistent with the Social Disorganization Theory, which suggests that loss of social order in a society that cannot control members of society to follow the rules laid down. In general, there are rules or norms in each society for members of society to use as a guideline for orderly coexistence. The community that has changed in an orderly manner, there are low social control mechanisms (Inderbitzin, Bates, & Gainey, 2016). Explain the consistency that due to the adjustment of society as western culture enters society causing female undergraduate students to not be able to distinguish the suitability and adaptation to suit themselves and Thai culture. The popularity of foreign goods and consumerism or materialism has spread to become a group culture, coupled with stubbornness and wanting to be accepted by friends and society according to the characteristics of this age causing imitation to each other among friends.

This research found that family is considered as a factor causing female undergraduate students to a masseuses of the massage parlor, both in the matter of poor family status, debt, lack of financial support for education for children and regarding the separation of the family, resulting in the children lacking warmth or the lack of parents' time to pay attention to the children's problems. Incidentally, when a child needs it causing their child to decide to live the life they like or want, without being able to distinguish either good or bad, right or wrong. At the same time, the research shows that having sex experience or engage in sexual intercourse whether with a lover or a partner causing female undergraduate students to gain experience and become accustomed to not being shy and scared. The thoughts of female undergraduate students think that they are not innocent women, they dare to work this career, a masseuse of the massage parlor. Both these findings are consistent with the concept of socialization that said socialization or cultural learning that is a culture of life for people from birth to death, including the development of the self or the development of a person's personality until each person becomes a good member of society and each generation will continue to transfer culture to another generation (Satsanguan, 2015).

The process of socialization that has influenced the individual since birth each member of the family cultivates an individuality by nurturing one culture. Cultivation of traits and postures including everything in life until that person has grown up and has become more involved in society. So, the family is the main factor that can influence the decision-making process of female undergraduate students' being a masseuses. The concept of socialization is very much involved in instilling ideas into things around us moving into the network of sex service involves the socialization process and the surrounding factors of students. In truth, every decision is based on the needs of the students themselves. Whether it is choosing friends' selection of items according to values knowing appropriateness, suitability, and using living principles in terms of intimidation in both concrete and abstract temptations.

Body of Knowledge from Research

The researcher found a new body of knowledge from this research about the new forms of prostitution of female undergraduate students that changed with the times. In the past, the sex services in a specific location whether it's a massage parlor, or a teahouse, or the edge of the park. But today Thailand is the 4.0 Thailand era, driving the economy through innovation is the communication of information to apply in the life of Thai society communicate with each other quickly via social media or the online world, which means that the sex services by email undergraduate students has changed to sex services by using online channels, posting messages with pictures, offering to solicit sex services more conveniently. When the sex services channels are convenient, fast, can be done anytime, anywhere. It makes money easily and is a secret between buyers and sellers of services. For communication tools for sex services, including 1) websites, 2) LINE groups, and 3) Facebook, where websites are a convenient or confidential means of communication for sex services. Every website will have admin posts by organize photo albums for Playboy who are interested in fully choose the service before opening the way for the seller and the buyer to chat with the secret chat room to agree on the price and arrange the meeting place.

In addition to the website Line groups are another option, with groups established on the LINE application. Seductively posting the nice-looking girls. There is a message indicating the proportion, serviceability, phone number, or email. As for the sex services through Facebook, there are still few because Facebook has strict and non-confidential inspection measures between buyers and sellers.

Suggestion

Policy recommendations

- 1) Prostitution is a national problem for a very long time and no government can find ways to prevent and suppress less. Prostitution survives by bribing civil servants Government officials are involved in receiving benefits. Therefore, the government should increase penalties for government officials who neglect to violate the law on matters within the massage parlor more heavily than moving away from the area will help reduce the problem of government officials' benefits.
- 2) The government should amend the law on massage parlor to be more clear, which will help reduce human trafficking in Thailand.
- 3) Government officials should increase strict control and strict use of the law with massage parlor to help reduce human trafficking in Thailand.

Suggestions for further research

- 1) The scope of this research should be expanded by studying research on the problem of sex service of students at the national level and solutions to the problem.
- 2) The scope of this research should be expanded by researching agents and customers who are also stakeholders with prostitution within the massage parlor to obtain more reliable and complete information such as life studies and night-time behavior of playboy.
- 3) The scope of this research should be expanded by researching online prostitution processes. Which is a new type of sexual services that can be seen today to give insight into processes and insights?

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4) The scope of this research should be extended by studying research on the prostitution of children under the age of 18 in massage parlor.

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