

Causal Relationship Model of Career Intention to be Professional Farmers Among High School Students in Rural Thailand

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Abstract:

Farming in Thailand is regarded as a crucial occupation for developing its economy and society, but the number of farmers has tended to continuously decline. To promote success in increasing students' career intention to be professional farmers, this career intention was investigated. This study is experimental research. Data from 652 Thai high school students were analyzed by using the path analysis technique. The career intention to be a professional farmer was influenced by psychological state, accounting for 81% of the variance. The most important factor in the psychological state was the stereotype threat toward farmer career, followed by favorable attitude toward farming. Furthermore, persuasion, psychological traits, and situational factors directly affected psychological states, accounting for 88% of the variance. The most important factor for psychological traits was perceived behavioral control in farmer career, followed by agriculture vocational personality. The strongest factor in the situational group was subjective norm, followed by farmer career information exposure. The most important factor for the persuasion group was persuasive reading, followed by persuasive writing. The findings provide valuable inputs to design effective approaches to motivate students' career intention to be a professional farmer. They furthermore help policy makers to support new-generation citizens' engagement in the farming occupation in Thailand.

Key words.: Career intention, High school students, Path analysis, Experimental research.

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I. INTRODUCTION

According to a 2013 survey by the National Statistical Office of Thailand, in 2000, the farmer population in Thailand was approximately 36 million, representing 60 percent of the total Thai population. In 2010, this figure decreased to 12 million, accounting for only 20 percent of the total population, and has since tended to decline continuously. By contrast, the Thai population has grown steadily at the annual rate of two percent, driving an increase in rice demand (Department of Provincial Administration, 2016). The decrease in farmer population could impact the country's future food security. This prediction is in accordance with the late King Rama IX's speech delivered in 1993, in which His Majesty stated, "... Rice needs to be cultivated because in 20 years, the Thai population could reach 80 million, and rice will go into shortage. If rice cultivation experienced a continuous reduction, there wouldn't be enough rice. Then, we would have to buy rice from abroad. It doesn't make sense. Thai people wouldn't accept that. Thai people need rice."

A decline in rice cultivation may affect the country's economy because rice is Thailand's major export commodity. A lower volume of rice cultivation will affect the quantity of rice exported, eventually leading to the collapse of rice cultivation wisdom and culture, which are part of Thailand's national identity.

Many new-generation farmers have had a successful farming career by applying King Rama IX's new agricultural theory

and traditional wisdom in conjunction with modern technology-related knowledge, allowing them to generate substantial incomes and settle within a short time—in a manner no different from other occupations. New-generation individuals, however, largely believe the historical picture of the failures and poverty of Thai farmers. Similar, problems have been observed in other countries such as Sweden where young people's career choices have shifted to where living (Rosvall, Rönnlund, & Johansson, 2018). Among other countered strategies, resilience and the role of knowledge and learning are emphasized (Bjørkhaug, Knickel & Goethe, 2018).

Formal education and its longer curriculums in today's educational institutions are based on the skill set required to succeed in capitalist markets, pushing young people in rural areas to run away from the rice fields (Siamwalla, 2004). Even established farmers prefer their children not inherit their farming occupation because of the inherent difficulties, such as past uncertainties about earnings from rice production. These are key factors for new-generation citizens rejecting the farming occupation in Thailand, as well as in many agricultural Europe countries (Rivera et al., 2018).

Finding approaches to encourage young Thai people in rural areas to accept and attach great importance to farming is crucial, especially among high school students, because they are beginning to search for their identity and focusing on their

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studying to prepare themselves for a future career and higher education. They will become the country's next generation of farmers. Providing them with correct and up-to-date knowledge about farming is, therefore, important for their futures. Based on this rationale a study of the promotion of the career intention to be a professional farmer to Thai high school students was considered in this research.

This study investigated persuasion, psychological characteristics, and situational factors affecting the career intention to be a professional farmer among high school students. This is an experimental study based on an interactionism paradigm (Endler, & Magnusson, 1976).

Career Intention to be a Professional Farmer: Definitions and Aspects

This study explored the vocational intention of Thai high school students. Vocational intention is one of the behavioral intention types. Behavioral intention relates to behavior in accordance with the theory of reasoned action (TRA) introduced by Ajzen & Fishbein (1980). This theory aims to explain the relationship between attitudes and behavior via performed intention.

Behavioral intention is a subset of attitude. Attitude can be divided into 3 components (Bhathumnavin, 1988; Eagly & Chaiken, 1993; Kretch, Crutchfield & Ballachey, 1962; Ostrom, 1969; Pierce, Gardner, & Dunham, 2002): 1) a cognitive component relating to evaluation of an individual as useful-harmful, valuable-invaluable to act, 2) an affective component relating to the individual as satisfied or unsatisfied to act and 3) a behavioral intention component relating to readiness to act.

For this study, a behavioral intention component was employed as a dependent variable, and the first two components of attitude were included in psychological state.

To acquire high potentiality for effectiveness in conducting research, the researchers have determined the components of the intentions as three components that apply ambidextrous organization theory (Bonesso, Gerli, & Scapolan, 2014). This theory explains an organizational ambidexterity that requires the organizations to manage exploration and exploitation techniques to be successful (March, 1991; Mom, Van Den Bosch, & Volberda, 2007; Prieto, Revilla, & Rodríguez-Prado, 2009; Seo, Chae, & Lee, 2015) and consists of (1) Intention to exploit farming knowledge (IET), which refers to make rise of readiness of the students to act to promote their knowledge concerning the farming; (2) Intention to explore farming knowledge (IER), which refers to the observing readiness of the students to search and explore knowledge related to the farming; and (3) Recognition of farming learning opportunity (RLO), which refers to observing the value and importance of information, news, and various activities around the students related to the farming.

Conceptual Framework of the Career Intention to be Professional Farmers

This study is based on the paradigm as its conceptual framework. The interactionism paradigm (Endler, & Magnusson, 1976) indicates that there are four groups of variables affecting an individual's behaviors. First, the psychological trait group refers to a set of personality and

motivation embedded in the person by the process of socialization. The second group comprises the situational factors playing the roles of push and pull on human actions. The third group is the statistical interaction between psychological traits and situational factors called mechanical interaction. The fourth group consists of psychological states, that is, psychological characteristics that can be changed by the effects of current situations. They are categorized as organismic interaction.

In this study, the variables in each group will be conglomerated into the latent variables, which include the latent persuasion construct, the latent psychological trait construct, the latent situational factor construct, the latent psychological state construct, and the latent career intention to be professional farmers construct. The formation of the latent variable consisted of many observed variables and can be found in some important theories or constructs, such as the psychological theory of moral and work behavior (Bhathumnavin, 1996), vocational personality theory (Holland, 1973), and TRA (Ajzen & Fishbein, 1980).

Little & Lindenberger (1999) also suggested there are guidelines for researchers to choose which variables and how many would be used for a latent variable (Bollen, 2002). Nevertheless, it is more acceptable if the latent variable is based on theoretical support. However, SEM will be performed in this study. This analytical approach will reveal the details of the construct validity of the measurement model of each latent variable and the relationship among them (Schreiber, Stage, King, Nora, & Barlow, 2006). Using the latent variable model has more benefits when reducing measurement errors, and improving the strength and accuracy of the parameter estimated (Wolf, Harrington, Clark, & Miller, 2013).

Relationship Between Psychological Traits to Psychological States and the Career Intention to be Professional Farmers

Future orientation and self-control (FS) refer to future orientation as an individual's ability to envision the future, forecast future consequences, and exhibit self-control, that is, an individual's ability to control themselves to achieve a better goal in the future (Bhathumnavin, 1996). The literature indicates that FOS is associated with the intention to act with a desirable behavior. For example, the intention to have responsible behaviors in response to duties (Numniem, 2003), the acceptance of rules of conduct (Rajh-Arch, 2005), and the intention to learn the English language (Kengsakul, 2005).

Believing in the internal locus of control of reinforcement (ICON) is based on Rotter, (1966). Several studies have indicated that people with an ICON have a high intention to perform a particular behavior. For example, the intention to use the services of a bank (Meesawat, 1999), and the intention to learn English language (Kengsakul, 2005).

Agriculture vocational personality (AVP) is one of the six personalities of vocational personality theory offered by Holland (1973). Studies have demonstrated that vocational personality is related to vocational satisfaction (Ming & Rounds, 2018), working value and work motivation (Nauta, 2010), activity engagement (Pike., 2006),

vocational interest (Chinpinklieo, 1994; Treephan, 2003), career adaptability (Jiang, 2017; Obschonka, 2018), and work behavior (Supasamut, 2015).

Perceived behavioral control in farmer career (PBC) is the perception of the ability to enact the particular behavior and was found to be positively related to attitudes and intention. For example, the intentions to commit driving violations (Parker, Manstead, Stradling, Reason, & Baxter, 1992), intention to engage in on-farm food safety practices (Rezaei, Mianaji, & Ganjloo, 2018), and become self-employed (Solesvik, 2011).

According to the literature review, evidence exists that these psychological traits were related to some dispositions (e.g., attitudes) and potentials (e.g., intention to do things, self-regulation). These four psychological traits were grouped as the latent psychological trait variable.

Relationship Between Situational Factors to Psychological States and the Career Intention to be Professional Farmers

Subjective norm (SN) refers to the expectations of significant others as pressure on an individual to engage or not in a behavior (Ajzen & Fishbein, 1980). SN has been positively related to intention (e.g., Duandao, 2004; Rajh-Arch, 2005; Suphantong, 2001; Rezaei, Mianaji, & Ganjloo, 2018). Furthermore, a study of vocational intention in students demonstrated the relationship between norm and intention to become self-employed (Solesvik, Westhead, Kolvereid, & Matlay, 2012).

Farmer career information exposure (FI) refers to the experience of receiving correct and current information concerning the farmers through, for example, newspapers, the television, and the internet. Studies have demonstrated that information was related to intention to act. Many researchers have studied information and intention, for example, Na nagara, (2007); Pet-in, (2012); Suwadee, (2000) found positive a relationship between these two constructs.

Attitudinal gratefulness (AG) refers to a psychological condition of individuals that are aware of the benefits from their land, the river, the King, and their ancestors. This condition arouses individuals to seek rewards that return directly and indirectly through desirable behaviors. Studies have demonstrated that AG is related to attitude or readiness to engage in desirable behaviors (Khadthipong, 2010; Virotvithayagan, 2008).

According to the literature review, evidence has suggested that situational factors directly affect certain potentials, especially intention or readiness, and some psychological characteristics, especially attitudes. These four situational constructs are grouped as the latent situational factor variable

Relationship Between Psychological States and the Career Intention to be Professional Farmers

Favorable attitude toward farmers (AF) referred to the students' opinions on a type of people who grow rice as useful-harmful, advantageous-disadvantageous, or acceptable-unacceptable. Studies have revealed that attitudes are related to work behavior. Relationships between attitude and work behavior have also been observed, for

example, the professional success of nurses (Vinijkul & Reansuwong, 2014), work behavior of local internal revenue officers (Sopapong, 2004), and work behavior under the new public management system (Leesattrupai, 2009).

Favorable attitude toward farming (AFG) referred to the students' opinions on farming vocation as useful-harmful, advantageous-disadvantageous, or acceptable-unacceptable. Studies have revealed that attitudes are related to intention or readiness to act. Relationships between attitude and intention have also been found, for example, nuclear power plant acceptance (Panyasakulwong, 2012), intention to learn English (Kengsakul, 2005), and intention to engage in on-farm food safety practices (Rezaei et al., 2018).

Stereotype threat toward farmer career (ST) is a perception of situational predicament in which people are or feel themselves to be similarly at risk as their own social group. Stereotype threat has been shown to reduce the performance of individuals (Steele & Aronson, 1995). Studies have revealed that stereotype threat reduces the performance of individuals who belong to negatively stereotyped groups, for example, older people's math performance (Abrams, Crisps, Marques, Fagg, Bedford, & Provias, 2008), female drivers (Yeung & von Hippel, 2008), women and computers (Koch, Müller, & Sieverding, 2008), the health intentions of overweight women (Seacat & Mickelson, 2009), female student math performance (Khunsiraksakul, 2011; Sigkhaman, 2006), and the relationship among career decidedness, emotion regulation and depression among adolescents (Davender & Singh, 2018).

According to our review of the literature, certain psychological states, attitudes, and anxieties directly affect human potentiality, especially intention and self-regulation for certain actions. These three measures are grouped as latent psychological state variable.

Persuasion and Career Intention to be Professional Farmers

In this research, the persuasions were the manipulated variables, namely, the independent variables. The persuasions were classified into two types: reading persuasive message and writing persuasive message. These types are detailed as follows: 1) Reading persuasive message (RPM) is external persuasion which is a method to change an attitude of individuals through the transmission of media, such as articles or speeches, through various channels, which can cause the recipient to agree. Individuals will process the new information with their own knowledge to cause an attitude change (Wibulsawat, 1985). Many studies related to persuasion for attitude change have used a reading persuasive message (e.g., Boonchit, 1987; Kengsakul, 2005; Meesawat, 1999; Panyasakulwong, 2012; Pet-in, 2012). RPM in this research is stimulation for recognition in successful farming vocation in school adolescent. The persuasive content explains the benefits of farmers and points out the benefits of inexistence of farmers on three viewpoints. Individual: Farmers are self-employed and earn a substantial income. Family: Farmers do not move away from hometown and family for work and they also help preserve and carry on the career of ancestors. Nation: Farmers play an important role in enhancing the country's food security and inheritance of

country's occupational wisdom. Each of the students was given ten minutes to read. 2) Writing persuasive message (WPM) is internal persuasion which allows participants to practice reasoning the benefits or advantages of something. This practice was derived from the concept of immunity, according to the psychological approach of McGuire (1969). Research issues on WPM in Thailand have attracted the attention of many scholars. For instance, Termkunanon (2010) observed, in his research titled Effect of Persuasive Message and Information on Nuclear Powerplant Acceptance, that the students who wrote persuasive message reported a more favorable attitude toward nuclear powerplants and greater acceptance nuclear powerplants than the those who did not write. In the same way, these results were found in Kengsakul (2005) and Panyasakulwong (2012). WPM in this research allows participants to write a persuasive content about farmers under various hypothetical situations. For example, students are asked to promote the farmer career or they are asked to explain.

At least three benefits and advantages of being farmers. Each of the students was given fifteen minutes to write.

According to our review of the literature, these two manipulated variables will be grouped as the latent persuasion variable.

Research Hypotheses

Based on an interactionism paradigm (Endler, & Magnusson, 1976), three hypotheses can be generated (Fig. 1).

Hypothesis 1. Career intention to be a professional farmer is directly affected by psychological traits, situational factors, psychological states, and persuasion.

Hypothesis 2. Psychological state is directly affected by psychological traits, situational factors, and persuasion.

Hypothesis 3. Career intention to be professional farmer is indirectly affected by psychological traits, situational factors, and persuasion via psychological states.

II. MATERIALS AND METHODS

Samples

The sample groups in this experimental research are high school students of grade 10 and 11 because students of this age are searching for identity and preparing to apply knowledge for career preparation or pursue higher education. More importantly, these young people will drive the country in the near future.

In this study, selected schools are high schools located closely to farming because the study emphasizes on farmers. The students who are closely related to farmers will have an understanding of the career which is beneficial to better understand the questionnaire. The study was conducted in the central region of Thailand as the region has the highest rice production.

The study applied the pos test-only with control group design. The students of each class were randomly divided into four groups (random assignment). A questionnaire was given to all four groups of students: 1) Group 1 read and wrote the persuasive message ($n = 169$), 2) Group 2 read the persuasive message but didn't write the persuasive material ($n = 163$), 3) Group 3 didn't read the persuasive message but wrote a

persuasive message ($n = 157$), and 4) Group 4 didn't read and didn't write the persuasive message. Thus, the total of 652 students' data was employed in this study. They consisted of 284 males (43.6%) and 368 females (56.4%) with the average GPA of 2.85 ($SD = 0.50$), and the average age of 16 years old ($SD = 0.80$), 358 the science major students (54.9%) and 294 the outer-science major students (45.1%).

Procedures

The researcher contacted high school officers and asked for their collaboration to conduct a study on students (Grade 10 and Grade 11). After that, the researcher sent a letter of request to the school director for approval and schedules were arranged to collect the data by using experimental methods.

Firstly, when students are properly seated, the researcher gave the measures in a horizontal order. There are four types of measures according to the number of participant groups mentioned in *samples* which were already arranged in a numerical order (1 2 3 4, 1 2 3 4,.).

Secondly, for the first classification, Group 1 and Group 2 students were given a reading persuasive message regarding the background, importance and benefits of farmers; while Group 3 and Group 4 students were assigned to read the controlled reading.

Thirdly, after the first level of classification, the students will be further divided. Group 1 and Group 3 students were assigned to write a persuasive message to convince others regarding the background, importance and benefits of farmers; whereas Group 2 and Group 4 students were assigned to write a controlled material. All students were required to answer four questions and they were all given 15 minutes to complete.

Finally, after that, all students will receive measures to evaluate the resulting variables, the manipulation check, psychological traits, situations, psychological states, and the biosocial backgrounds of students. After that, the data was collected for future analysis.

Measures

At least thirteen measures in this study were in the form of summated rating scale (except General farmer knowledge). Each item was attached with 6 point Likert-type scale ranging from "absolutely true" to "absolutely not true". All of these measures were constructed and factor analyzed as follows (Table 1).

The career intention as the latent variable consisted of three variables with 15 items each. *Firstly*, intention of farming knowledge exploitation (IET) referred to a student's report about the readiness to exploit or avoid using their knowledge relating to farming. The score alpha reliability was 0.86. *Secondly*, intention of farming knowledge exploration (IER) referred to a student's report about his (or her) willingness to explore the knowledge relating to farming. The alpha reliability was 0.90. *The third* variable was RLO and referred to a student's the willingness to look for the opportunity to learn more farming. The alpha reliability was 0.92.

The latent psychological states construct consisted of three variables. *Firstly*, AFG is defined as the perception of the respondent regarding their thoughts about farming and

feeling like or dislike. A total of 16 items yielded the score reliability of 0.90. *Secondly*, AF is defined as the perception of the respondent regarding their thoughts about farmers and feeling like or dislike. A total of 16 items yielded the score reliability of 0.92. *Thirdly*, ST is defined as the respondent's perception regarding their negative thinking about farming as a career. It comprised 16 items with the score reliability of 0.87.

The latent psychological traits construct consisted of four variables. *Firstly*, FS referred to a student's psychological characteristics in terms of 1) future orientation, that is, an individual's ability to think about the future and forecast future consequences; and 2) self-control, that is, an individual's ability to control themselves to achieve a better goal in the future. The contents of the items in this measure were based on Duanginta, (2006). A total of 12 items were accepted, with the score reliability of 0.84. *Secondly*, ICON is defined as the belief of the respondent regarding their ability to control the cause and result of their behaviors. The contents of items in this measure were based on Bhanthumnavin Duangduen, et al., (1993). A total of 14 items were accepted, with the score reliability of 0.89. *Thirdly*, AVP is defined as the perception and report of the respondent regarding their personality. The contents of the items in this measure were based on Holland (1997). A total of 14 items were translated into Thai and yielded a score reliability of 0.79. *Fourthly*, PBC referred to student's perception about the ability achieve to behavioral control, which led them to be farmer. A total of 16 items yielded the score reliability of 0.90.

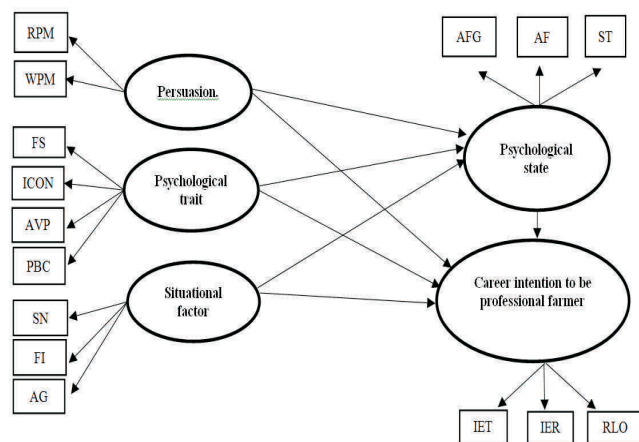


Fig. 1. Hypothetical model of this study.

Table 1: Summary for t-Ratios and Item-Total Correlation of the All Measures

*IET	15	28-87	64.04	11.12	3.73-13.84	0.24-0.66	79.22	62	0.07	0.04	0.05	0.98	0.86
*IER	15	23-85	60.55	12.19	4.63-13.01	0.24-0.77	68.46	52	0.06	0.05	0.05	0.99	0.90
*RLO	15	20-90	55.27	15.96	3.55-15.34	0.25-0.75	89.64	72	0.08	0.04	0.03	0.98	0.92
*AFG	16	46-94	65.56	13.07	3.84-16.40	0.28-0.76	82.99	64	0.06	0.04	0.06	0.99	0.90
*AF	16	38-96	66.89	14.27	4.95-13.01	0.48-0.75	85.12	66	0.06	0.04	0.05	0.99	0.92
*ST	16	17-95	54.97	14.94	3.05-12.51	0.24-0.75	63.17	54	0.18	0.03	0.07	0.99	0.87
*SN	14	30-84	54.76	12.07	3.61-13.98	0.45-0.71	60.91	45	0.06	0.05	0.05	0.99	0.90
*FI	15	36-90	60.36	10.53	4.33-10.60	0.27-0.69	88.70	70	0.07	0.04	0.06	0.98	0.86
AG	14	32-84	65.71	11.06	5.47-10.33	0.36-0.85	71.10	54	0.06	0.05	0.05	0.99	0.93
FS	14	35-84	56.72	11.95	3.37-10.33	0.26-0.74	62.84	50	0.11	0.05	0.06	1.00	0.89
ICON	12	18-72	39.63	9.70	3.61-13.69	0.39-0.68	59.20	44	0.06	0.05	0.06	0.97	0.84
AVP	14	26-76	51.60	8.94	2.72-7.93	0.23-0.64	32.29	32	0.45	0.01	0.07	1.00	0.79
*PBC	16	18-94	60.27	12.15	2.90-11.19	0.21-0.70	67.54	55	0.12	0.04	0.05	0.99	0.90

The latent situational construct consisted of three variables. *Firstly*, SN involves the student's perception and understanding of feelings, as well as the ability to anticipate and predict what the people who are significant to them would think if they should support and choose a farming career. It comprised 14 items with a score reliability of 0.90. *Secondly*, FI referred to a student's report about the experience of receiving correct and current information concerning the farmers. A total of 15 items yielded a score reliability of 0.86. *Thirdly*, AG is defined as a report of the respondent regarding their awareness of the goodness of their surroundings because of their goodness and achievement. The contents of the items in this measure were based on Leowarin (2008). Total of 14 items were accepted, and the score alpha reliability was 0.93.

Analyses

The correlational matrix from each pair of variables in this study was computed to examine and compare the magnitudes of the relationships. A path analysis was performed to test a model of the psychological traits, situational factors, psychological states, and persuasion on career intention to be the professional farmer. The following criteria were used to identify the model fit: the chi-square (χ^2) test of model fit, which should not be significant (Jöreskog, K. G., & Sörbom, 1989); a root mean square error of approximation (RMSEA) value of less than 0.50 (Browne & Cudeck, 1993); a comparative fit index (CFI) of at least 0.90 (Bentler, 1990); and a standardized root mean square residual (SRMR) of less than 0.80 (Hu & Bentler, 1999).

III. RESULTS

Intercorrelations Among the Variables

The intercorrelation matrix from Table 2, among the psychological traits, indicated that the highest relationship in this group was between AVP and PBC ($r = 0.49, p < .01$). The rest of the correlations in this group ranged from 0.38 ($p < .01$) to 0.45 ($p < .01$). As for the relationships between psychological traits and the dependent variables, the highest relationship was found between PBC and IER ($r = 0.67, p < .01$). The rest of the magnitudes ranged from 0.14 ($p < .01$) to 0.62 ($p < .01$).

The highest magnitude of the relationship among situational factors (Table 2) was between SN and FI ($r = 0.80, p < .01$). The remaining correlations in this group ranged from 0.65 ($p < .01$) to 0.69 ($p < .01$). As for the relationship between the situational factors and dependent variables, the highest relationship was found between the IER and FI ($r = 0.68, p < .01$). The remaining magnitudes ranged from 0.49 ($p < .01$) to 0.67 ($p < .01$).

The correlation matrix among psychological states in Table 2 displays that the relationship between AFG and AF showed the highest magnitude ($r = 0.78, p < .01$). The remaining magnitudes in this group ranged from -0.66 ($p < .01$) to -0.75 ($p < .01$). As for the relationship between the psychological states and dependent variables, the highest relationship was found between ST and IER ($r = -0.73, p < .01$). The remaining magnitudes ranged from 0.55 ($p < .01$) to 0.72 ($p < .01$).

Structural Equation Modeling (SEM) for the Psychological Traits, Situational Factors, Psychological States, and Persuasion on Career Intention to be a Professional Farmer

1. Measurement Model

A path analysis was performed to examine the influence of persuasion, psychological characteristics and situational factors on career intention to be the professional farmer of the high school students. The hypothetical model presented in Figure 2 was not consistent with the empirical data.

In detail, the direct effect from the latent persuasion, latent psychological trait, and latent situational factor to latent on career intention to be the professional farmer were not significant. Thus, these two paths were removed. The revised model is introduced in Figure 2. The model was a good fit (the Chi-square test = 46.71, $df = 42$, p value = 0.285; RMSEA = 0.013; CFI = 0.999; TLI = 0.998; SRMR = 0.024).

The latent career intention construct consisted of three variables: IER, IET, and RLO. The most important factor in the latent variable was IER, with the loading of 0.91, followed by IET, with a loading of 0.86, and RLO, with a loading of 0.82.

The latent persuasion construct consisted of two variables: RPM with the loading of 0.44, and WPM with the loading of 0.13.

The latent psychological trait construct consisted of four variables: FS, ICON, AVP, and PBC. The most important factor in the latent variable was PBC, with a loading of 0.83. The least important variable in this group was ICON, with a loading of 0.28.

The latent situational construct consisted of three variables: SN, FI, and AG. SN was observed to be the most important factor in the latent variable, with a loading of 0.90, followed by FI, with a loading of 0.89. The least important variable in this group was AG, with a loading of 0.79.

The latent psychological state construct consisted of three variables: AFG, AF, and ST. ST was found to be the most important factor in the latent variable, with the loading of 0.90, followed by AF, with the loading of 0.89. The least important variable in this group was AFG, with the loading of 0.75.

2 Path Models

The final model (Fig. 2) revealed that latent career intention to be a professional farmer construct was directly affected by all the latent constructs, which accounted for 81% of the variance of the latent career intention construct.

Four direct paths to career intention (IER) from 1) *Psychological State* (path coefficient = .49) high factor loading were ST and AF, 2) *Psychological Trait* (path coefficient = .21) high factor loading were PBC and AVP, 3) *Situational Factor* (path coefficient = .15) high factor loading were SN and FI, and 4) *Persuasive treatment* (path coefficient = .10) high factor loading was RPM. This finding supports *hypothesis 1*.

The latent psychological state construct was directly affected by latent situational factor construct (path coefficient = .67),

latent psychological trait construct (path coefficient = .20), the latent persuasion construct (path coefficient = .11), and which accounted for 88% of the variance. Thus, *hypothesis 2* is supported.

Furthermore, the latent career intention to be a professional farmer construct was also indirectly affected by the latent persuasion construct, latent psychological trait construct, and latent situational construct via psychological state and supports *hypothesis 3*. Strongest indirect path from situational factor (path coefficient = .67) to career intention via psychological State (path coefficient = .49).

IV. DISCUSSION AND CONCLUSION

This study aimed to investigate the model of career intention to be a professional farmer in Thai high school students. Results from the SEM, according the structural model showed that the changed prediction power which directly affected on latent career intention construct was latent psychological state construct (path coefficient = 0.49) and the changed prediction power which directly affected on latent psychological state construct was latent situational construct (path coefficient = 0.67).

The key findings, regarding the measurement model, the most important factor of the career intention construct was the intention to explore farming knowledge (loading = 0.91). The latent psychological state construct, stereotype threat toward *farmer* career (loading = 0.90). and favorable attitude toward farmers (loading = 0.89). were the most important factor. The latent situational construct, the subjective norm (loading = 0.90) and the farmer career information exposure (loading = 0.89) were the most important factor. The latent psychological trait construct, the perceived behavioral control in farmer career (loading = 0.83) was the most important factor. And the most important factor of the persuasion was reading persuasive message (loading = 0.44).

Daily life news exposure showed stronger paths to psychological states and career intention than the persuasive treatment. However, persuasive message used in this study, if incorporated into the public were media can lead to even more influence on the receivers. The message emphasized benefits of inexistence of farmers on three viewpoints (1) individual (2) family and (3) nation.

Strongest direct path to the career intention from psychological state construct (stereotype threat toward farmer career .and favorable attitude toward farmers), this finding suggested that the both were the most important factor directly affecting the latent career intention construct. This result is consistent with the literature that has demonstrated that the people with the most stereotype treat toward expected behaviors have less intention to enact the behaviors (Abrams, Crisps, Marques, Fagg, Bedford, & Provias, 2008; Khunsriraksakul, 2011; Koch, Müller, & Sieverding, 2008; Seacat & Mickelson, 2009; Sigkhaman, 2006; Yeung & von Hippel, 2008; Cadaret, Hartung, Subich, & Weigold, 2017) but the people with the most favorable attitude toward expected behaviors have more intention to enact the behaviors (Panyasakulwong, 2012; Kengsakul, 2005; Vinijkul & Reansuwong, 2014).

Variables	Mean	SD	1	2	3	4	5	6	7	8	9	10	11	12	13
1. IET	63.19	12.87	1												
2. IER	60.04	12.30	.78**	1											
3. RLO	55.57	15.90	.64**	.73**	1										
4. AFG	66.33	13.15	.55**	.64**	.70**	1									
5. AF	66.24	14.12	.66**	.69**	.72**	.78**	1								
6. ST	52.99	14.32	-.66**	-.73**	-.65**	-.66**	-.75**	1							
7. SN	55.39	12.32	.66**	.66**	.67**	.62**	.79**	.74**	1						
8. FI	59.36	10.05	.65**	.68**	.59**	.59**	.72**	-.72**	.80**	1					
9. AG	60.29	8.84	.55**	.53**	.49**	.56**	.65**	-.52**	.65**	.69**	1				
10. FS	56.79	9.43	.28**	.31**	.46**	.51**	.49**	-.27**	.44**	.38**	.55**	1			
11. VCN	39.85	9.14	.15**	.14**	.35**	.27**	.31**	-.13**	.32**	.15**	.21**	.45**	1		
12. ACP	49.37	8.81	.47**	.49**	.34**	.23**	.41**	-.50**	.43**	.49**	.25**	-.00	-.02	1	
13. PBC	59.21	12.59	.62**	.67**	.59**	.52**	.67**	-.71**	.67**	.65**	.56**	.35**	.38**	.49**	1

Fig. 2. Model of career intention to be professional farmer of Thai high school students.

This study indicates that stereotype threat toward *farmer* career decreasing and favorable attitude toward farmers increasing are ways to promote intention to explore farming knowledge of the career intention. And subjective norm and farmer career information exposure can relieve stereotype threat toward farmer career and raise to favorable attitude toward farmers. Practical suggestions to encourage young generations to become professional farmers based on our study's results are as follows. *Firstly*, to stereotype threat toward farmer career decreasing and favorable attitude

The suggestion for future studies, stereotype threat toward farmer career and favorable attitude toward farmers are significant variables of the career intention of young generations in this research. Therefore, changing attitude and decreasing stereotype threat toward the career should be explored.

Limitation of this study, the key finding was correlation finding, not manipulated factor. Therefore, it can not identify causal factor for the career intention.

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