

THE DEVELOPMENT OF SOCIAL MEASUREMENT FOR CULTURAL AND INTEGRITY BEHAVIOUR OF GROSS NATIONAL INTEGRITY INDEX

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ABSTRACT

This study synthesises the conceptual framework for measuring the GNII index and develops the indicators of society in terms of the integrity of people. The research explores the components and analyses the measurement model of honesty behaviour component and the Gross National Integrity Index (GNII) of people in Thai society of all ages. The sample used is Thai population, who is over 18, which is 202,331 samples collected to analyse honest behaviour components by Exploratory factor analysis (EFA) and Confirmatory Factor Analysis (CFA). The findings suggests that there are 4 latent factor models including integrity person culture, society code of conduct, folkways and democratic citizenship, and honest behaviour and attitudes, which contribute to GNII. It was found that the people had the highest level of honesty. When, calculated as a percentage score based on the weight factor at 100%, it was found that the score was 81.224 points out of 100 at the mean (x) of 4.780 and the standard deviation (sd) of 0.858. This paper addresses the need for a centralised data storage center and improved questionnaire design in order to ensure that data is collected in an efficient and accurate manner.

Keywords: Integrity, Honesty, Gross National Integrity Index, Thailand

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