Unlocking participation: What drives Bangkok residents to join the 50:50 Co-Payment Scheme?

Ronnakorn Toysoontorn[1] & Waiphot Kulachai[1]

Corresponding author: s63463825025@ssru.ac.th

Abstract

The COVID-19 pandemic has significantly disrupted the global economy, including that of Thailand. To mitigate these effects, the Thai government launched the 50:50 Co-Payment Scheme, aiming to stimulate domestic consumption by sharing expenses equally between citizens and the government. While the initiative has attracted substantial public interest, participation levels are influenced by specific factors such as attitude towards government, ease of use, project publicity, project returns, and family influence, which shape individual decision-making. This research investigates the factors influencing the decision to participate in the 50:50 Co-Payment Scheme among Bangkok residents, an essential measure to boost economic activity during the pandemic. A survey research method was employed, collecting data from 92 Bangkok residents aged 18 and

[1]**College of Politics and Government, Suan Sunandha Rajabhat University**

above, selected through simple random sampling, with the sample size determined using the G*Power formula. Data analysis was conducted using descriptive statistics and multiple regression analysis. The findings indicate that attitudes toward the government of Prime Minister Prayut Chan-o-cha and perceived benefits of the 50:50 Co-Payment Scheme are significant predictors of participation with both factors showing a statistically significant influence at the 0.001 level. The regression model explains 78.70% of the variance in participation decisions, with attitudes toward the government being the most influential factor (Beta = 0.096), followed by perceived benefits (Beta = 0.107). Other variables, such as ease of application use project promotion and family influence did not significantly affect participation. These findings provide insights into the motivations and expectations of participants, offering guidance for policymakers to enhance the effectiveness of such schemes in the future.

Keywords: 50:50 Co-Payment Scheme; Attitude towards government;

Project returns

Introduction

The "Khon La Khrueng," or 50:50 Co-Payment Scheme, was introduced by the Thai government as a strategic response to the economic challenges precipitated by the COVID-19 pandemic. This initiative was designed to promote domestic consumption by allowing the government to share expenses equally with consumers on eligible purchases, thereby supporting local businesses and stimulating the national economy. The scheme has garnered considerable public interest and participation, reflecting its potential to mitigate some of the negative economic impacts of the pandemic (Ministry of Finance, 2020). However, understanding the determinants of public participation in the program is crucial for assessing its effectiveness and guiding future policy decisions.

The COVID-19 pandemic has posed unprecedented challenges to global economies, leading to contractions in economic activity, rising unemployment rates, and reduced consumer spending (World Bank Group, 2020). In response, many governments worldwide have implemented fiscal stimulus measures to support their economies, ranging from direct financial assistance to tax relief and subsidies (International Monetary Fund, 2021). In Thailand, the 50:50 Co-Payment Scheme emerged as a vital component of the government's economic recovery strategy, aiming to invigorate domestic demand and provide immediate relief to small and medium-sized

enterprises (SMEs) that form the backbone of the Thai economy (Bank of Thailand, 2021).

Despite the growing body of literature on government stimulus programs and public participation, there remains a significant gap in understanding the specific factors influencing participation in government-led economic initiatives within the unique socio-economic context of Bangkok. Most existing studies on public participation in government programs focus on broader national or regional levels, often overlooking the localized factors that may uniquely impact decision-making in a metropolitan area like Bangkok. Additionally, while several studies have examined the general effectiveness of digital applications, communication strategies, and perceived benefits in enhancing public engagement, few have specifically analyzed these variables in the context of a co-payment scheme during a pandemic.

Furthermore, the role of socio-cultural factors, such as family influence, has been discussed in the literature on public behavior in collectivist societies. However, there is limited empirical research exploring how these factors interact with economic incentives and trust in government in shaping participation decisions in urban areas like Bangkok. Given the high level of digital engagement in Bangkok and the socio-economic diversity of its population, there is a need for more targeted research that considers both technological and cultural dimensions of participation.

The significance of studying the factors influencing public participation in the 50:50 Co-Payment Scheme lies in its potential to inform policymakers about the strengths and weaknesses of such initiatives. By understanding what drives or deters participation, policymakers can tailor their strategies to enhance engagement, ensuring that government resources are used effectively to achieve desired economic outcomes. Furthermore, insights from this study could be relevant to other countries considering similar initiatives, providing valuable lessons on the implementation and management of consumer co-payment schemes.

It is important to situate this study within the broad theoretical frameworks that underpin public administration. Public administration is a multifaceted field, comprising critical theoretical strands such as the sociology of public administration, governance theories, and policy evaluation. This research draws primarily from the theory of public participation, as well as governance studies, to analyze the role of public attitudes, benefits perception, and socio-cultural influences in participation decisions. By doing so, it positions itself within a governance-focused approach to public administration, emphasizing how trust in government and public participation mechanisms shape civic engagement.

Literature Review

Theory of Public Participation

The Theory of Public Participation is a framework used to understand how citizens engage in decision-making processes, particularly in governance and policy development. This theory emphasizes the importance of involving the public in various stages of decision-making to enhance democratic processes, build trust, and improve the quality of decisions (Arnstein, 1969). According to Arnstein's Ladder of Citizen Participation, public participation ranges from non-participation (manipulation and therapy) to degrees of tokenism (informing, consultation, and placation) and, ultimately, to degrees of citizen power (partnership, delegated power, and citizen control). The model suggests that higher levels of participation allow citizens to exert more influence over decision-making outcomes.

Public participation is crucial for ensuring transparency, accountability, and inclusivity in decision-making processes (Rowe & Frewer, 2000). It facilitates the integration of diverse perspectives, leading to more effective and equitable policies. Participation is also associated with improved legitimacy of governmental actions, as decisions made with public input are more likely to be accepted by the community (Fiorino, 1990). Effective participation involves not only providing opportunities for

citizens to express their views but also empowering them to have a meaningful impact on the final decisions (Fung, 2006). However, the theory also acknowledges challenges, such as unequal access to participatory opportunities, the risk of tokenistic engagement where public input is not genuinely considered, and potential conflicts arising from diverse interests (Irvin & Stansbury, 2004). Additionally, public participation processes can be time-consuming and resource-intensive, which may limit their application in certain contexts (Burton, 2009).

Applying the Theory of Public Participation to this research on the "50:50 Co-Payment" project under the government of Prime Minister Prayut Chan-o-cha provides several important implications. First, it underscores the need for genuine public involvement in the design and implementation of government programs. The research findings indicate that factors such as attitudes toward the government, perceived benefits of the project, and effective publicity significantly influence citizens' decisions to participate. This aligns with the theory's emphasis on transparency and inclusivity in decision-making, suggesting that actively engaging citizens in creating and disseminating information about such programs could increase participation rates and enhance public trust (Arnstein, 1969; Rowe & Frewer, 2000).

The research further suggests that public perception of benefits and trust in government actions are crucial for determining the success of government programs. This reflects the theory's assertion that meaningful

participation can lead to more accepted and effective policies (Fiorino, 1990). Policymakers should not only provide clear and accessible information but also actively seek public feedback and integrate it into program adjustments, fostering a sense of partnership and co-ownership among citizens (Fung, 2006).

Additionally, the study highlights potential barriers to public participation, such as a lack of trust or perceived ineffectiveness of engagement methods, as noted by Irvin and Stansbury (2004). Future government initiatives could benefit from tailored strategies that address these barriers, ensuring that public input is genuinely considered and reflected in policy changes, thereby reducing the risk of tokenistic participation.

Moreover, the importance of designing effective communication channels that reach diverse populations is emphasized. This is crucial for enhancing public understanding and involvement, consistent with the theory's call for equitable participation opportunities (Burton, 2009). By employing varied and inclusive communication methods, policymakers can ensure that all segments of the population are informed and able to contribute meaningfully to public discourse and decision-making processes.

Overall, the application of the Theory of Public Participation to this research suggests that effective public involvement, transparency, and responsiveness to citizen feedback are key to increasing participation and

ensuring the success of government programs like the "50:50 Co-Payment" project.

Attitude toward the Government and Public Participation

Recent research indicates that public attitudes toward the government significantly influence levels of public participation in policy-making and civic engagement. Positive perceptions of government transparency, accountability, and responsiveness are closely associated with higher levels of citizen participation, as individuals are more likely to engage in public affairs when they trust government institutions and believe their input will be valued and acted upon (Kim & Lee, 2016). Conversely, negative attitudes toward the government, often stemming from perceived corruption or inefficiency, can lead to disengagement and decreased willingness to participate in public processes (van Ingen & Bekkers, 2015). Studies also show that fostering an environment of trust through inclusive and open communication channels can mitigate skepticism and encourage more active civic involvement (Porumbescu, 2017). Furthermore, governments that effectively communicate their commitment to public input, and demonstrate that citizen feedback genuinely informs policy decisions, tend to see increased participation and stronger public support for governmental initiatives (Yang, 2016). Thus, cultivating positive attitudes

toward government institutions is crucial for enhancing public participation and fostering a more engaged citizenry.

H1: Attitude toward the government affects the decision to participate in the "50:50 Co-Payment" project.

The Ease of Use of the Application and Public Participation

The ease of use of digital applications significantly impacts public participation in government programs and initiatives. When an application is user-friendly, intuitive, and accessible, it lowers the barriers to entry for a broader range of participants, including those who may not be highly tech-savvy (Venkatesh et al., 2016). Studies show that applications designed with simplicity, clear instructions, and efficient functionality are more likely to encourage citizen engagement by reducing frustration and enhancing the overall user experience (Bertot et al., 2016). Moreover, ease of use fosters trust and confidence among users, leading to greater willingness to use digital platforms for civic participation and government-related activities (Mossberger et al., 2018). Conversely, applications that are complex or difficult to navigate can discourage public involvement, as users may feel alienated or overwhelmed by the technology (Mills & Whitacre, 2020). Therefore, ensuring that digital tools for public participation are easy to use

is crucial for maximizing citizen engagement and fostering a more inclusive participatory environment.

H2: The ease of use of the application affects the decision to participate in the "50:50 Co-Payment" project.

Publicity and Public Participation

Publicity plays a crucial role in shaping public participation in government programs and initiatives. Effective publicity ensures that relevant information reaches the target audience, thereby raising awareness and understanding of the opportunities for participation. Research indicates that well-structured publicity campaigns, utilizing diverse and accessible communication channels, such as social media, television, radio, and community outreach, can significantly enhance public engagement by making citizens more aware of their roles and rights in public decision-making processes (Bryson et al., 2017). When publicity is consistent, transparent, and includes clear messaging, it can build trust and encourage greater involvement by demonstrating that the government values and seeks citizen input (Roberts, 2019). Moreover, timely and comprehensive publicity helps to address potential barriers to participation, such as misinformation or lack of awareness, thereby fostering a more informed and motivated citizenry (Fung, 2015). On the other hand, insufficient or poorly executed publicity can result in low participation rates,

as citizens may remain unaware of the initiatives or feel disconnected from the decision-making processes (Edelman, 2016). Therefore, effective publicity is essential for maximizing public participation and ensuring inclusive and democratic governance.

H3: The publicity of the project affects the decision to participate in the "50:50 Co-Payment" project.

The Benefits of the Project and Decision Making

The perceived benefits of a government project are critical factors influencing citizens' decisions to participate in such initiatives. When individuals perceive tangible and meaningful benefits—such as financial support, improved public services, or enhanced community resources— they are more likely to engage in the project actively (Thomas, 2017). Research suggests that people are motivated to participate in public programs when they believe the benefits outweigh the costs or efforts involved (Kim & Lee, 2020). For instance, projects that offer direct economic advantages, such as subsidies or co-payment schemes, can significantly drive public participation by addressing immediate needs and enhancing personal or household welfare (Ostrom, 2019). Additionally, the perceived fairness and equity of benefit distribution can also impact decision-making; if citizens feel that the benefits are fairly allocated and accessible to all,

they are more likely to support and engage with the project (Walker et al., 2018). Conversely, if the perceived benefits are unclear or minimal, public participation rates tend to be lower, as citizens may not find sufficient value in their involvement (Bovaird & Löffler, 2016). Therefore, clearly communicating the benefits and ensuring their equitable distribution is essential for encouraging widespread public participation in government initiatives.

H4: The benefits of the project affect the decision to participate in the "50:50 Co-Payment" project.

Family Influence and Decision Making

Family influence plays a significant role in shaping individual decision-making, particularly in contexts involving public participation and engagement in government programs. Family members often serve as a primary source of information, advice, and support, which can affect an individual's choices and actions (Bronstein et al., 2020). Studies show that decisions related to civic engagement and participation in public projects are frequently discussed within families, where shared values, beliefs, and experiences can lead to collective decision-making (Verba et al., 2017). The influence of family is especially notable in decisions that involve perceived risks or uncertainties; individuals are more likely to participate in

public initiatives if their family members view these activities positively and encourage their involvement (Miller & Rahimi, 2019). Moreover, family discussions can provide social reinforcement and validation, further motivating individuals to engage in community or governmental programs (Dalton et al., 2021). On the other hand, if family members are skeptical or disapprove of certain initiatives, this can negatively impact participation rates, as individuals often rely on family feedback to shape their attitudes and behaviors (Newton, 2018). Thus, understanding the role of family influence is crucial for developing strategies to enhance public engagement in government projects.

H5: Family influence affects the decision to participate in the "50:50 Co-Payment" project.

Methodology

Participants

The study focused on a population from Bangkok, Thailand, aged 18 and above, totaling 4,482,075 people as of October 2022 (Department of Provincial Administration, 2022). The sample consisted of individuals who had previously participated in the "Half-Half Co-payment" project and resided in Bangkok. The sample size was determined using Cohen's (1977)

formula for multiple regression analysis, with parameters set for an F-test: a power value $(1-\beta)$ of 0.80, an alpha (α) level of 0.05, five predictor variables, and an effect size of 0.15. G*Power software was used to calculate the required 92 sample size, resulting in a sufficient number of participants for the study. Purposive sampling was employed to select only those who had participated in the project, and simple random sampling was used to ensure representativeness. The demographic characteristics of the sample included 56 females (60.9%) and 36 males (39.1%). The educational background of participants ranged from those with a bachelor's degree (56 participants, 60.9%), followed by those with a master's degree or higher (22 participants, 23.9%), diploma or vocational certificate holders (11 participants, 12.0%), high school or vocational school graduates (2 participants, 2.2%), and individuals with less than a high school education (1 participant, 1.0%). Regarding marital status, 46 participants (50.0%) were married, 45 (48.9%) were single, and 1 participant (1.1%) was divorced, widowed, or separated. Occupational distribution included private company employees (36 participants, 39.1%), government officials or state enterprise employees (27 participants, 29.3%), self-employed individuals or business owners (19 participants, 20.7%), and others (10 participants, 10.9%). In terms of monthly income, 41 participants (44.6%) earned more than 40,000 THB, followed by those earning 20,001-30,000 THB (20 participants, 21.7%), 15,001-20,000 THB (14 participants, 15.3%), 30,001-40,000 THB

(12 participants, 13.0%), and less than 15,000 THB (5 participants, 5.4%). The average age of the participants was 46.13 years.

Measure

The study utilized six scales to assess various aspects related to the "50:50 Co-payment" project. These scales measured participants' attitudes toward the government, application usability, program publicity, program benefits, family influence, and decision-making to participate in the project. The first scale evaluated attitudes toward the government, focusing on perceptions of economic programs under Prime Minister Prayut Chan-o-cha, trust in government management, and perceived benefits of the "50:50 Co-payment" project (Cronbach's alpha = .950). The second scale assessed the ease of use of the "Pao Tang" application, examining its usability, transaction security, and support availability (Cronbach's alpha = .960). The third scale measured the effectiveness of the program's publicity, including clarity, communication channels, and information coverage (Cronbach's alpha = .954). The fourth scale evaluated participants' satisfaction with the financial benefits of the "50:50 Co-payment" project, including adequacy for covering basic needs (Cronbach's alpha = .936). The fifth scale assessed the influence of family opinions on the use of funds from the project, highlighting the frequency of consultation and information exchange with family members (Cronbach's alpha = .958). The final scale

explored participants' reasons for joining the project, such as perceived benefits, trust in transparency, and responsiveness to needs (Cronbach's alpha = .925). All scales demonstrated high internal consistency, indicating reliable measures for evaluating the impact of the "50:50 Co-payment" project.

Data Collection

Data for this study were collected using a structured questionnaire designed to assess participants' attitudes, perceptions, and experiences related to the "50:50 Co-payment" project, the usability of the "Pao Tang" application, and the effectiveness of the program's publicity. The questionnaire was administered to a randomly selected sample of individuals residing in Bangkok. Participants were randomly selected from a list of individuals who had previously participated in the "50:50 Co-payment" project, ensuring each individual had an equal chance of being chosen. Data collection was conducted offline to ensure a focused and targeted approach to reach the eligible participants. The offline survey was conducted in person at selected public locations where researchers approached potential participants, explained the study's purpose, and obtained consent before administering the questionnaire. To enhance the response rate and ensure data reliability, respondents were assured of their anonymity and confidentiality. The data collection process took place over

four weeks, allowing adequate time to gather a representative sample. A total of 92 completed questionnaires were collected, which were then reviewed for completeness and consistency. The collected data were subsequently coded and entered into statistical software for further analysis.

Data Analysis

The collected data were analyzed using Jamovi, a statistical software widely used for social science research due to its user-friendly interface and robust statistical capabilities (Selker et al., 2019). A multiple regression analysis was performed to explore the relationships between various predictors, such as attitudes toward the government, ease of use of the "Pao Tang" application, program publicity, perceived program benefits, family influence, and decision-making factors, and the overall satisfaction with the "50:50 Co-payment" project. The data were first screened for missing values, outliers, and any violations of the assumptions of multiple regression, including linearity, homoscedasticity, multicollinearity, and normality of residuals (Field, 2018). All predictors were entered simultaneously into the model using the standard enter method to determine their individual and combined effects. The analysis focused on interpreting the R-squared value, which indicates the proportion of variance in satisfaction explained by the predictors, and the F-test to assess the

model's overall significance, along with the regression coefficients and their p-values to identify significant predictors (Tabachnick & Fidell, 2019).

Ethical Considerations

This study was conducted following the ethical guidelines for research involving human participants as outlined by the American Psychological Association (2017) and the Declaration of Helsinki (World Medical Association, 2013). Informed consent was obtained from all participants before data collection, with a clear explanation provided regarding the study's purpose, procedures, potential risks, and benefits. Participants were assured that their participation was voluntary, and they could withdraw from the study at any time without any consequences. Confidentiality was strictly maintained by anonymizing the data, ensuring that individual responses could not be traced back to specific participants (Babbie, 2020). All data were securely stored in password-protected files, and only the research team had access to them. No identifiable personal information was collected, in line with data protection regulations such as the General Data Protection Regulation (GDPR) (European Union, 2018). Additionally, the study received approval from the relevant Institutional Review Board (IRB), ensuring that the research adhered to all ethical standards for the protection of human subjects (Resnik, 2018).

Results

Overview of the Characteristics of Variables Used in the Study

This section reports the results of the overall analysis of the characteristics of the variables used in the study, which include both independent and dependent variables, totaling five variables. The analysis results are detailed in Table 1.

Table 1 Overview of the Characteristics of Variables Used in the Study

Variable	Mean	S.D.	Interpretation
Attitudes toward the Government under Prime Minister Prayut Chan-o-cha	3.93	1.014	High
Ease of Use of the Application	4.02	0.856	High
Program Publicity	4.07	0.827	High
Program Benefits	3.87	0.943	High
Family Influence	3.75	1.034	High

Table 1 presents an overview of the characteristics of the variables used in the study, representing the factors influencing the decision to participate in the "50:50 Co-payment" project. The results show that "Program Publicity" had the highest mean score of 4.07 (S.D. = 0.827),

indicating a "High" level, followed by "Ease of Use of the Application" with a mean score of 4.02 (S.D. = 0.856) and "Attitudes toward the Government under Prime Minister Prayut Chan-o-cha" with a mean score of 3.93 (S.D. = 1.014). The "Program Benefits" variable had a mean score of 3.87 (S.D. = 0.943), and "Family Influence" had the lowest mean score of 3.75 (S.D. = 1.034). All variables were rated at a "High" level by the sample group, indicating their significant importance to the participants in this study.

Decision to Participate in the "50:50 Co-Payment" Project Under the Government of Prime Minister Prayut Chan-o-cha

The decision to participate in the "50:50 Co-Payment" project under the government of Prime Minister Prayut Chan-o-cha was measured using four questions. The analysis results are detailed in Table 2.

Table 2 Mean and Standard Deviation of Respondents' Decisions to Participate in the "50:50 Co-Payment" Project Under the Government of Prime Minister Prayut Chan-o-cha

Item	Mean	S.D.	Interpretation
1. You participated in the "50:50 Co-Payment" project because you believed it could help improve well-being.	4.09	1.023	High

Item	Mean	S.D.	Interpretation
2. You saw information and publicity about the "50:50 Co-Payment" project, which led you to decide to participate.	4.26	0.993	High
3. The "50:50 Co-Payment" project is credible and transparent.	3.95	1.103	High
4. The "50:50 Co-Payment" project provides services that meet your needs.	4.11	1.053	High
Overall	4.10	0.943	High

Table 2 shows that most respondents had a "High" level of agreement regarding their decision to participate in the "50:50 Co-Payment" project under the government of Prime Minister Prayut Chan-o-cha, with an overall mean score of 4.10. When considering individual items, the highest agreement was for the statement, "You saw information and publicity about the '50:50 Co-Payment' project, which led you to decide to participate," with a mean score of 4.26. This was followed by "The '50:50 Co-Payment' project provides services that meet your needs," with a mean score of 4.11. The lowest level of agreement was for "The '50:50 Co-Payment' project is credible and transparent," which had a mean score of 3.95.

Attitudes Toward the Government Under Prime Minister Prayut Chan-o-cha

Attitudes toward the government under Prime Minister Prayut Chan-o-cha were measured using five questions. The analysis results are detailed in Table 3.

Table 3 Mean and Standard Deviation of Respondents' Attitudes Toward the Government Under Prime Minister Prayut Chan-o-cha

Item	Mean	S.D.	Interpretation
1. The "50:50 Co-Payment" project of the government under Prime Minister Prayut Chan-o-cha has helped strengthen Thailand's economy.	4.02	1.109	High
2. The "50:50 Co-Payment" project has reduced the financial burden on the people.	4.12	0.993	High
3. The administration of the government under Prime Minister Prayut Chan-o-cha meets the needs of the people.	3.82	1.128	High

Item	Mean	S.D.	Interpretation
4. You have confidence in the administration of the government under Prime Minister Prayut Chan-o-cha.	3.62	1.283	High
5. The "50:50 Co-Payment" project is designed for the benefit of the general public.	4.07	1.014	High
Overall	3.93	1.014	High

Table 3 shows that most respondents had a "High" level of agreement regarding their attitudes toward the government under Prime Minister Prayut Chan-o-cha, with an overall mean score of 3.93. When considering individual items, the highest agreement was for the statement, "The '50:50 Co-Payment' project has reduced the financial burden on the people," with a mean score of 4.12. This was followed by the statement, "The '50:50 Co-Payment' project is designed for the benefit of the general public," with a mean score of 4.07. The lowest level of agreement was for the statement, "You have confidence in the administration of the government under Prime Minister Prayut Chan-o-cha," which had a mean score of 3.62.

Ease of Use of the Application

The ease of use of the application was measured using seven questions. The analysis results are detailed in Table 4.

Table 4 Mean and Standard Deviation of Respondents' Opinions on the Ease of Use of the Application

Item	Mean	S.D.	Interpretation
1. It is easy and straightforward to start using the "Pao Tang" application.	4.07	0.887	High
2. Transactions or money transfers via "Pao Tang" can be done quickly.	4.15	0.876	High
3. Transactions or money transfers via "Pao Tang" can be done securely.	4.11	0.883	High
4. There are clear user guides or instructions within the "Pao Tang" application.	3.91	1.034	High
5. You can easily find the functions you want to use within the "Pao Tang" application.	4.02	0.972	High

Item	Mean	S.D.	Interpretation
6. The "Pao Tang" application is designed to be easy to use and understand.	4.03	0.931	High
7. When there are problems or questions, you can easily seek help or contact the "Pao Tang" support team.	3.84	1.062	High
Overall	4.02	0.856	High

Table 4 shows that most respondents rated the ease of use of the "Pao Tang" application as "High," with an overall mean score of 4.02. When considering individual items, the highest agreement was for the statement, "Transactions or money transfers via 'Pao Tang' can be done quickly," with a mean score of 4.15. This was followed by "Transactions or money transfers via 'Pao Tang' can be done securely," with a mean score of 4.11. The lowest level of agreement was for "When there are problems or questions, you can easily seek help or contact the 'Pao Tang' support team," which had a mean score of 3.84.

Publicity of the "50:50 Co-Payment" Project

The publicity of the "50:50 Co-Payment" project was measured using five questions. The analysis results are detailed in Table 5.

Table 5 Mean and Standard Deviation of Respondents' Opinions on the Publicity of the "50:50 Co-Payment" Project

Item	Mean	S.D.	Interpretation
1. You have received clear information about the "50:50 Co-Payment" project from various news sources.	4.01	0.871	High
2. The "50:50 Co-Payment" project has been continuously publicized through appropriate channels.	4.05	0.906	High
3. The publicity of the "50:50 Co-Payment" project covers essential information and answers your questions effectively.	4.08	0.952	High
4. The publicity about the "50:50 Co-Payment" project has created a correct understanding and is beneficial to you.	4.05	0.918	High
5. The communication channels (such as television, radio, social media) you use have effectively publicized the "50:50 Co-Payment" project.	4.14	0.846	High
Overall	4.07	0.827	High

Table 5 shows that most respondents had a "High" level of agreement regarding the publicity of the "50:50 Co-Payment" project, with an overall mean score of 4.07. When considering individual items, the highest agreement was for the statement, "The communication channels (such as television, radio, social media) you use have effectively publicized the '50:50 Co-Payment' project," with a mean score of 4.14. This was followed by "The publicity of the '50:50 Co-Payment' project covers essential information and answers your questions effectively," with a mean score of 4.08. The lowest level of agreement was for "You have received clear information about the '50:50 Co-Payment' project from various news sources," which had a mean score of 4.01.

Benefits of the "50:50 Co-Payment" Project

The benefits of the "50:50 Co-Payment" project were measured using five questions. The analysis results are detailed in Table 6.

Table 6 Mean and Standard Deviation of Respondents' Opinions on the Benefits of the "50:50 Co-Payment" Project

Item	Mean	S.D.	Interpretation
1. You are satisfied with the amount of money received from the "50:50 Co-Payment" project.	3.74	1.098	High
2. The money received from the "50:50 Co-Payment" project can cover your basic expenses.	3.75	1.075	High
3. The "50:50 Co-Payment" project provides economic benefits to you and your family.	3.86	1.085	High
4. The "50:50 Co-Payment" project may need to increase the amount provided as support in the future.	4.00	1.027	High
5. You have used the money received from the "50:50 Co-Payment" project to purchase necessary goods or services.	4.02	1.048	High
Overall	3.87	0.943	High

Table 6 shows that most respondents had a "High" level of agreement regarding the benefits of the "50:50 Co-Payment" project, with an overall mean score of 3.87. When considering individual items, the highest agreement was for the statement, "You have used the money received from the '50:50 Co-Payment' project to purchase necessary goods or services," with a mean score of 4.02. This was followed by "The '50:50 Co-Payment' project may need to increase the amount provided as support in the future," with a mean score of 4.00. The lowest level of agreement was for "You are satisfied with the amount of money received from the '50:50 Co-Payment' project," which had a mean score of 3.74.

Family Influence

Family influence was measured using five questions. The analysis results are detailed in Table 7.

Table 7 Mean and Standard Deviation of Respondents' Opinions on Family Influence

Item	Mean	S.D.	Interpretation
1. You often follow the opinions of your family on how to use the money received from the "50:50 Co-Payment" project.	3.76	1.020	High
2. You frequently exchange information about the "50:50 Co-Payment" project with family members.	3.80	1.092	High
3. Your family is involved in deciding how to use the money received from the "50:50 Co-Payment" project.	3.75	1.154	High
4. You feel that your family's opinions influence your use of the money from the "50:50 Co-Payment" project.	3.73	1.149	High
5. You consult and listen to your family's opinions before deciding how to use the money received from the project.	3.72	1.161	High
Overall	3.75	1.034	High

Table 7 shows that most respondents rated the influence of their family as "High," with an overall mean score of 3.75. When considering individual items, the highest agreement was for the statement, "You frequently exchange information about the '50:50 Co-Payment' project with family members," with a mean score of 3.80. This was followed by "You often follow the opinions of your family on how to use the money received from the '50:50 Co-Payment' project," with a mean score of 3.76. The lowest level of agreement was for "You consult and listen to your family's opinions before deciding how to use the money received from the project," which had a mean score of 3.72.

Multiple Regression Analysis Results

The results of the multiple regression analysis examining the factors influencing the decision to participate in the "50:50 Co-Payment" project under the government of Prime Minister Prayut Chan-o-cha are detailed in Table 8.

Table 8 Results of Multiple Regression Analysis

Variable	b	Beta	t	Sig.
Constant	0.462	-	1.853	0.067
Attitudes toward the Government under Prime Minister Prayut Chan-o-cha (ATT)	0.405	0.096	4.197	<.001
Ease of Use of the Application (CON)	0.065	0.096	0.681	0.498
Publicity of the "50:50 Co-Payment" Project (PR)	0.023	0.109	0.213	0.832
Benefits of the "50:50 Co-Payment" Project (BENE)	0.342	0.107	3.202	0.002
Family Influence (FI)	0.096	0.071	1.350	0.181

R = 0.887, R^2 = 0.787, Adjusted R^2 = 0.775, F = 63.6, Sig. = <.001

Table 8 shows that the variables predicting the decision to participate in the "50:50 Co-Payment" project under the government of Prime Minister Prayut Chan-o-cha include "Attitudes toward the Government under Prime Minister Prayut Chan-o-cha" (ATT) and "Benefits of the '50:50 Co-Payment' Project" (BENE). Both variables significantly predictors the decision to participate (DP) at the .001 level for "Attitudes

toward the Government under Prime Minister Prayut Chan-o-cha" (ATT) and 0.05 level for "Benefits of the '50:50 Co-Payment' Project" (BENE), with a prediction coefficient (R^2) of 0.787, indicating that these two independent variables explain 78.70% of the variance in the dependent variable. The most influential variable affecting the decision to participate in the "50:50 Co-Payment" project is "Benefits of the '50:50 Co-Payment' Project" (Beta = 0.107), followed by "Attitudes toward the Government under Prime Minister Prayut Chan-o-cha" (Beta = 0.096). In contrast, the variables "Ease of Use of the Application" (CON), "Publicity of the '50:50 Co-Payment' Project" (PR), and "Family Influence" (FI) do not significantly influence the decision to participate. The regression equation using standardized coefficients is as follows:

$$DP = 0.462 + 0.405 \times ATT + 0.342 \times BENE$$

Discussion

This study highlights several key factors influencing public participation in the "50:50 Co-Payment" project under the government of Prime Minister Prayut Chan-o-cha, including attitudes toward the government, ease of use of the application, project publicity, perceived benefits, and family influence. Consistent with the Theory of Public Participation, the findings suggest that positive attitudes toward the

government and perceived benefits of the project significantly drive citizens' decisions to engage in public programs (Fiorino, 1990; Fung, 2006). Additionally, the ease of use of the application and effective publicity are crucial in enhancing public awareness and lowering participation barriers, as suggested by Venkatesh et al. (2016) and Bryson et al. (2017). However, the influence of family also emerged as a notable factor, aligning with research by Miller and Rahimi (2019) and Verba et al. (2017), indicating that family dynamics can shape individual decision-making in civic contexts. Despite these insights, the study is limited by its focus on a single program within a specific geographic area, which may restrict the generalizability of the findings. Future research should explore these factors across different cultural and political contexts to provide a more comprehensive understanding of public participation dynamics. Additionally, further investigation into the interplay between digital literacy and participation rates could provide valuable insights for enhancing the design of government applications (Bertot et al., 2016; Mossberger et al., 2018). In addition to, the importance of policy evaluation as a critical dimension in understanding the project's overall effectiveness. the long-term success and sustainability of such initiatives depend heavily on thorough evaluations that assess both the intended and unintended consequences of the policy. Incorporating a more explicit focus on policy evaluation mechanisms would provide a more comprehensive framework for analyzing public participation,

offering clearer guidance for policymakers looking to refine and enhance future programs.

Conclusion

This study underscores the importance of several key factors—attitudes toward the government, ease of use of the application, project publicity, perceived benefits, and family influence—in shaping public participation in the "50:50 Co-Payment" project. The findings reveal that positive attitudes toward the government and perceived tangible benefits significantly motivate citizens to engage in such public initiatives, while ease of use and effective publicity are essential for enhancing participation by lowering barriers and increasing awareness. Given these insights, it is recommended that policymakers focus on fostering trust and transparency in government actions, clearly communicating the benefits of participation, and ensuring that digital tools are accessible and user-friendly. Additionally, incorporating strategies that leverage family influence, such as community-based outreach and inclusive dialogue, could further enhance public engagement. Future initiatives should also consider expanding research to various cultural and political contexts to validate these findings and explore the impact of digital literacy on public participation in government programs.

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