

ABSTRACT

This research aims to study a life style of poor people for adapting themselves to a capital. These people are lack of social, economical, and political opportunity. In this study, it is the case study the life style of garland sellers at the intersection by considering the ability for adapting themselves in order to support their life in the capital. This study also focuses on selling strategies including idea and belief factor which would be affected for supporting their life as well as expanding of garland sellers.

This finding reveals that the growth of capital plays an important role to these poor people, they need to rely on strategies for selling garlands as a short period of traffic light at the intersection. According to the factor, the basic belief of their customers (mainly taxi drivers and truck drivers) is the main factor that would affect these sellers to support their life by selling garlands. The basic belief is due to the fact that a worship of sacred thing is needed to those taxi drivers and truck drivers in order to base their hopes upon. Therefore, it is believed that selling garlands is the product of belief.

In this study, a researcher attempts to reveal the important of selling strategies at the intersection by considering the relationship between sellers and buyers which is classified into groups: female, male, age, time, and place. Thus, it is found that selling strategies are different in gender, age, time, and place factor. As a result, the selling strategy is selected by the garland sellers in order to adapt in the most appropriate selling strategy.

Moreover, this study attempts to reveal the production factor. In the production factor, the functional structure is classified according to family institute factor as a basic production factor. It is found that selling garlands and structure of garland sellers' group mainly initiated from family and relative. Functions and responsibilities are assigned as well as transferred knowledge and skills to family members until it could support their life from generation to another generation.

Nevertheless, the researcher attempts to study for understanding the life style of garland sellers in order to be able to support their life in the capital. The findings reveal that they have to rely on the idea and belief factor of their customers as well as adaptation in selling strategies. Furthermore, production process which relies on functional structure of family institute is employed as the factor in order to support their life.