

## Effect of foreign microenterprises on the economy-social of the people in Kaysone Phomvihane city, Savannakhet province

Khamkeo MANIVONG<sup>1</sup>, Khoun SACBOUAVONG and Khamphanh XOMVIMANE<sup>2</sup>

Department of Commerce, Faculty of Business Administration, Savannakhet University, Lao PDR

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### ABSTRACT

The purposes of this research were to study the effect of foreign micro-enterprises on the economy-social status of the people in Kaysone Phomvihane. The effect is divided into three areas: economic effect, social-cultural effect and environmental effect. The sample group used in the study was 381 families in Kaysone Phomvihane city, Research tools using questionnaires, the statistics used in the data analysis are to analyze the mean, percentages and standard deviations using SPSS software. The study found that:

1. The effect of foreign micro-enterprises on the economy as a whole is moderate with average and standard deviation equal to ( $\bar{X} = 3.20$ ; S.D = 1.01), among them the effect on job creation of people is more prominent than other factors because when foreign entrepreneurs do business in the same sector will affect the creation of jobs for people.

2. The effect of foreign micro-enterprises on the overall cultural-social effect was moderate with the mean and standard deviation equal to ( $\bar{X} = 3.05$ ; S.D = 1.14), the effect on the security of life and property is on many levels because when foreign entrepreneurs do business in the city foreign employees who bring business do the opportunity to do bad things such as property fraud, stealing, opening brothels and gambling that damage the fine traditions of Laos.

3. The effect of foreign micro-enterprises on the overall environment is large, with average values and standard deviations equal to ( $\bar{X} = 3.64$ ; S.D = 1.12), the impact of waste generation in society is increasing due to the increase in the number of foreign entrepreneurs doing business, the locals cannot cover the waste from local businesses and abroad contamination of soil, water and air pollution may result in inequality in the city and the health of the people.

In conclusion, foreign micro-enterprises have a positive effect as people have used goods and services and learned business things from foreign enterprises and the negative effect has made local businesses unable to compete with foreign businesses, creating environmental pollution and environmental pollution.

**Keywords:** *Foreign micro-enterprises, Economy, Culture-Social, Environment.*

<sup>1</sup>*Correspondence: Khamkeo MANIVONG, Department of Commerce, Savannakhet University, E-mail: khamkeoftu@gmail.com*

<sup>2</sup>*Department of Transportation Management, Savannakhet University*

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### 1. Introduction

Direct Foreign Investment plays an important role in the development of developing countries. This is because most developing countries lack several factors, especially, capital for the nation's economic development; and uncivilization or underdevelopment of education system and

technology. Researches in many countries have studied the impacts of Direct Foreign Investment, and the results of the studies indicate that Direct Foreign Investment has positive impacts for those countries accepting the investment, for instance, the transference of technological knowledge, educational knowledge and effective management.

These help countries solve the problem of the lack of capital for investment and the development of many other fields of the nations (The ASEAN Secretariate, 2014). Direct Foreign Investment might increase the capital for the investment, interrupt domestic investment and make the domestic investors' economy collapse. With the priorities provided to foreign companies, for the wish of attracting them for the investment, it might make those countries encounter problems of the trade deficit, leakage of foreign currency from the host countries to the investing countries, decrease the income distribution within the country. There might be competition for resources with people the countries, and count on importing the consumer good and luxury service, it creates negatives impacts for politics and society, and it eventually makes the host countries, accepting the investment, count on the direct foreign investment permanently (Phila Chaluernphon, 2015). Direct Foreign Investment relates to financial capital transference, technology, other knowledge and skills (knowledge for marketing management and accounting). The impacts of Direct Foreign Investment can be categorized as the impact for production and the growth, impact for employment and impact for the balance of international financial settlement (Letto-Gilles, 2005). Small-and-medium-size domestic private sector and foreign investments in Savannakhet province potentially continue to increase, which includes 202 enterprises, valuing for US 504,12 million dollars or 4,210,984.32 million KIPs. This compiles with the domestic investment from the private sector which accounts for 177 enterprises, valuing for US 99.59 million dollars or 831,930.59 million KIPs, and foreign investment which accounts for 25 enterprises, valuing for US 404.53 million dollars or 3,379,053.72 million KIPs. From the research and information, the domestic and foreign investment is more likely that the value of overall investment increase if compared to the plain in 2018. However, in comparison to last year, the capital value slightly decreases (7.61%). The decreasing value is under the capital from the domestic private sector. But the capital value from the foreign private sector moderately increases. From the investment analysis, it seems that although the value from the domestic and foreign investment is high, it is the number of the registration for the company establishment in Savanna khet province in 2018. Some companies registered before

establishing while the others had already constructed. Even though private investment plays a significant role in Savanaket's economic growth, it appeared that investment was proper and ineffective management, resulting in a negative impact on the economy, culture, society and environment. It also undermines the ability for the competition of the industry and domestic investor, livelihood of Lao people, whose job is a merchant and preserved jobs for Lao citizens (Savannaket's 8<sup>th</sup> edition of 5-Year Social-Economic Development Plan Book, page 13).

The Objectives of this research are 1). To study the effects of foreign enterprise on the social economy of people in Kaysone phomvihanh city, Savannakhet province, 2). To find solutions for the effects of foreign enterprises on the social economy of people in Kaysonephomvihanh city, Savannakhet province.

## **2. Methodology**

### **2.1 Scope of the study**

The data of this research was taken from the people in three villages, which are Na Lao, Soununtha and Nonesavath of Kaysone Phomvihanh city, Savannakhet province.

### **2.2 Time Frame**

This study took nine months, starting from the 1<sup>st</sup> of March to 30<sup>th</sup> November 2019.

### **2.3 Research Method**

This research applied the Quantitative Method. The researchers used Descriptive Statistics to evaluate the effects of foreign microenterprises on the economy, culture, society and environment, to know the negative or positive impacts on the livelihood of people in three villages, and to find the solutions for the negative impact.

### **2.4 Sample Group Selection Method**

For this research, the researcher selected the sample group from the residents from 3 villages of Kayasone Phomvihanh city, Savannakhet province, which are Nalao, Soununtha and Nonesavath villages. Based on surveys and observation, these areas have several foreign microenterprises.

### **2.5 Sample Size Determination**

The sample determination of this research applies Sample Random Sampling of the main sample group, which are: Nalao village (3,091 families), Soununtha village (2,265 families) and Nonesavath village (2,727 families), 8,083 people in total. Therefore, to determine the sample size for the data collection. This research adopted Taró

Yamane's calculation formula for the calculation as below:

$$n = \frac{N}{1+N(e)^2}$$

n: Number of Sample Group

N: Number of total samples

e: Value of Inaccuracy of Sample size (which is 5% =0.05)

$$n = \frac{N}{1+N(e)^2} = \frac{8.083}{1+8.083(0.05)^2} = 381 \text{ families}$$

Therefore, the calculation for the parts of the sample group of each village is as below:

1. Nalao Village, the number of people is 3,091, and the number of samples is 145 families
2. Soununtha Village, the number of people is 2,265, and the number of samples is 107 families
3. Nonesavath Village, the number of people is 3,091, and the number of samples is 129 families.

From the calculation of sample size determination, there are 381 families and 1 questionnaire is per family.

## 2.6 Data Collection

The researcher collected and consolidated data from 2 databases as follow:

The part of Primary Data is from the collection of information of sample group by the means of Interviewing and Behavior Observation.

The part of Secondary Data is from the collection of prior relevant analysis, the internet, the areas of sample groups and other magazines.

## 2.7 Data Analysis

Data Analysis for research, the research applied the SPSS program to analyze. To analyze the variables of effects of foreign enterprises on socio-economy of residents of Kaysone Phomvihanh city, Savannakhet province, statistics is used as follow: Regarding Quality Data Analysis, the research applied Descriptive Statistics to find Frequency, Percentage, Mean and Standard Deviation. The criteria were set in five levels of mark scale. The analysis through the methods of finding Mean and Standard Deviation was found by the aggregated scores and classifying effects levels by using Mr. Likert's Rate Scale to interpret the study results as below:

- ❖ Score Level Criteria
  - Level 5: most effects
  - Level 4: much effects
  - Level 3: moderate effects

Level 2: a little effect

Level 1: least effect

Aggregated score from all answers is the score that measures the opinion levels by dividing the Mean, and the interpretation was done by dividing into 5 levels of significance as follow:

Mean of 4.21-5.00 refers to most effects

Mean of 3.41-4.20 refers to many effects

Mean of 2.61-3.40 refers to moderate effects

Mean of 1.81-2.60 refers to a little effect

Mean of 1.00-1.80 refers to the least effect

## 3. Results

### 3.1 Effects on Economy

Overall, the effects of foreign microenterprise on the people's economy are moderate. The Mean is 3.20 ( $\bar{X}$ =3.20) and the Standard Deviation is 1.01 (S.D = 1.01). When separately analyzing each aspect of the economy part, the study found that the residents gave the highest score for the change of employment in the villages, which is  $\bar{X}$ =3.20; and S.D = 1.01. The reason for this is when there are increasing foreign investors coming to communities, it makes residents adapt their livelihoods that can earn incomes from those investors by changing from building regular houses to stores that provide food and beverage service to both foreign and domestic customers. The foreign micro-enterprise causes moderate-income gaps for the residents in three villages ( $\bar{X}$ =3.35; S.D = 1.00). Due to foreign micro-enterprises launching in the form of the family business and having several types of business, it causes the possibility of unemployment for the residents in those areas, resulting in earning income at the moderate level or decreasing. Apart from the effects of foreign enterprises, in the positive effects, it also makes incomes at the moderate level for the residents in three villages ( $\bar{X}$ =3.33; S.D = 0.99). This is because residents are more employed and have jobs as merchants. The effect for the prices of consumer goods is moderate ( $\bar{X}$ =3.31; S.D = 1.09). This is a result of an increase in business units and more types of goods. The effect for business and investment of the residents in the villages is moderate ( $\bar{X}$ =3.26; S.D = 1.05). Domestic commerce and investment in three villages and the expansion of foreign ones affects the current business of people in the communities, this may lead to the inability to compete with foreign business regarding goods sources. The effect for the terms of

expenses and liability is moderate ( $\bar{X}=3.24$ ; S.D = 0.96). The cause for this is the foreign enterprises' income spread to local areas. This enables people to have money for their expenses. And the effect for job creation in the villages is also moderate ( $\bar{X}=3.16$ ; S.D = 0.98). This means there is extra work for residents in the area and income for their families.

### 3.2 Effects for Culture and Society

In general, the analysis result found that the effect of foreign microenterprises for culture and society is moderate which indicates by  $\bar{X}=3.05$ ; S.D = 1.14). When separately analyzing separate each aspect of the culture and society part, the study found that the effect for life and property safety is high, which is ( $\bar{X}=3.74$ ; S.D = 1.11). The reason for this is when foreign entrepreneurs import work force, it includes legal and illegal laborers. This is more likely to be the loophole that foreign workers to do illegal things, for example, deception, thief, game cafes. The second highest is the effect for the conflict for the benefits from the investment ( $\bar{X}=3.54$ ; S.D = 1.26). The reason for this is the business of foreign investors takes over the jobs preserved for people in the areas. Foreign entrepreneurs import laborers and stop hiring laborers in the villages. The effect regarding drug problems and gambling is more derate ( $\bar{X}=3.36$ ; S.D = 1.18). The effect for the public hygiene in villages is moderate ( $\bar{X}=3.09$ ; S.D = 1.18). About the social value, the effect of foreign investment is moderate ( $\bar{X}=2.93$ ; S.D = 1.18). Its effect for the traditional belief preservation is at the moderate level ( $\bar{X}=2.87$ ; S.D = 1.38). The aspect of resettlement of villagers in these areas is moderate ( $\bar{X}=2.81$ ; S.D = 1.14). Using the spoken language of residents is moderate ( $\bar{X}=2.79$ ; S.D = 1.14). The eating culture in villages is moderately affected ( $\bar{X}=2.78$ ; S.D = 0.93). And the effect for the grooming of residents in communities is moderate as well ( $\bar{X}=2.76$ ; S.D = 1.16). This means that the grooming style of residents in the areas is still following the western trend, which is affecting the traditional grooming culture from ancient Lao society.

### 3.3 Effects on the environment

The result of the analysis finds that, overall, the effect for the environment is high ( $\bar{X}=3.64$ ; S.D = 1.12). When separately analyzing each aspect of the environment part, the study found that the

amount of garbage in the society is high ( $\bar{X}=3.72$ ; S.D = 1.28). This is because when the foreign entrepreneurs increasingly come to launch the business and an increase of residents, the relevant authority is not able to manage the garbage. This results in dirtiness for soil, water and air pollution. This could undermine the tidiness of the city and affect the health of residents. The second-highest effect is air pollution. The study found that the effect for air is high ( $\bar{X}=3.61$ ; S.D = 1.03). This stems from a wrong matter of getting rid of garbage, for example, garbage burning in the areas. And the building construction in those villages is also a high effect on the environment ( $\bar{X}=3.59$ ; S.D = 1.06). This is due to the exceeding building extension outside the areas allowed by authorities. This kind of incident creates untidiness in society.

The study result found that the foreign microenterprise moderately imposes negative effects on the economy of residents who are traders. The study found that those who used to be traders had a negative career change. There is a wide income gap and the income of residents potentially decreases. This is because of the rise of foreign microenterprises.

Regarding culture, foreign micro-enterprises have negative effects on life and property, competition for benefits, drug problems and gambling in villages of Kaysone Phomvihanh city.

Regarding the environment, the effects of foreign micro-enterprise create the amount of garbage, untidy building construction and air pollution.

Therefore, the researcher proposes solutions for those problems. This is for foreign microenterprise to conduct business in compliance with the laws and regulations; and have a positive relationship with society. Those solutions are as follows:

### 3.4 Solution addressing the effects on the economy

1. Relevant authorities or divisions pay attention to implementing strict procedures in licensing or registering enterprises to legal entities or individuals. All business types should be thoroughly inspected and cleared in order to allow the registration and issuing registration for foreign enterprises, and it have to be in accordance with the

rules and regulations; and do not conflict with the type of business reserved for the Lao people.

2. Divisions, offices and relevant authorities systematically allocate areas and locations for foreign enterprises. This is to avoid the conflict between foreign entrepreneurs and domestic ones engaging in the trade of unique local products (business reserved for Lao people).

3. Relevant divisions have a data collection plan gathering clear and detailed types of business. Conducting business have to be in accordance with the registration. There have to be establishment and stoppage notifications; and be compliant with enterprise regulations.

4. The city committee have to be mainly responsible for the implementation and coordination with the relevant divisions at the provincial, city and village levels by disseminating the rules and regulations related to urban management to all parties, all business units and all villages to make people from all socio levels aware and understand the Party-State policies.

### **3.5 Solutions addressing the effects for Culture and Society**

1) Relevant authorities set up a committee to continuously disseminate Lao culture and traditions to foreign entrepreneurs to understand and respect the unregulated and unstrict traditions. Thus, this tradition has become a business model that may lead to the degradation of the unique culture of Laos.

2) Authorized organizations at the provincial and district levels have a plan and system for monitoring each business unit's activities, checking the number of labors and the basic salary of employees in each business unit in accordance with the labor regulations of the Lao PDR.

3) Relevant authorities at the provincial and district levels should have measurements to, in accordance with the Enterprise Law of the Lao PDR, manage and inspect the contents of the signs, the issuance of labels, the labeling of shops correctly, systematically and rigidly.

4) Relevant authorities at the provincial and district levels should have quality life dissemination and a plan in place to deal with the potential influences in society, especially the materialism and consumerism that lurks in foreign businesses that are affecting people's lives and property, especially, mental health, more serious drug problems and gambling that cause social problems.

### **3.6 Solutions addressing the effects on the environment**

1. Relevant authorities at the provincial, city and village levels must closely and continuously monitor environmental issues, cleanliness and tidiness at various points, public areas, unpreferable smells and smoke to address the restoration of the environment in the city, as well as the maintenance infrastructures and fine traditional-cultural structures.

2. Relevant departments at the provincial and city levels should have public health dissemination at various points concerning the cleanliness of the city, the management of waste, dust, drainage, air pollution, noise in various places to make the people from all walks of life understand, have high responsibility, public awareness, public awareness and engagement in maintaining a beautiful and clean environment in Kaysone Phomvihanh city.

### **4. Discussion**

The impact of foreign microenterprise influenced the ways of residents' employment in the village at a moderate level. As the number of foreign businesses increasingly raised in the community, the ways of local residents' lives are changed. This means local residents can be able to earn incomes by not only building houses for a living but also for being food stores and cafeterias to serve both domestic and foreign customers. At the same time, foreign micro-enterprises also created a gap in distributing incomes in three villages at the medium level. This is because the foreign businesses are in the kind of family businesses but with more diverse business compared to the local resident's ones. Therefore, the potential unemployment of the locals can arise and this can lead to decreased incomes for residents in the medium or lower levels. However, the foreign micro-enterprise posed a positive impact on residents' incomes at the medium level as the locals are generally employed and become more merchants in their careers. The foreign micro-enterprises generated a positive impact on the local residents to have more opportunities in finding careers and can better support the family. This referred to the research of Khonesavanh (2008) that foreign investment can directly influence small and medium enterprises.

It was found that the foreign micro-enterprise put a negative impact on the residents in terms of the security of life and property at a considerable level. The reason behind this is some foreign entrepreneurs

imported both legal and illegal laborers into business. Some illegal workers likely misbehaved in the community such as deed frauds, thieves and illegal game stores. Also, there are conflicts of interest between the foreign and the locals. The foreign micro-enterprises took the reserved businesses of local residents and employed more imported labors more than domestic ones in the village. In addition, the foreign microenterprise also posed a negative impact on the traditional dressing of local residents at the medium level. Since there are more foreigners in the community, the locals are influenced by the Western' style and trends. This complies with the research of Nouthpavith Risithhak (2019) that tourism influences the community.

The impact on the environment was found that the quantity of waste in the community is at a large level. Because there are more foreign business operations and the increasing number of local residents, the relevant authorities hardly control the waste produced in the community. With this difficulty, it leads to unorganized areas and pollution for soil, water and air that affect public health in Kaysone Phomvihian city. It was mostly found that the air pollution was from garbage burning and the unorganized areas were for example from store or shop buildings where are out of assigned areas. This referred to the research of Sommart Thaiyanohn (2004) that the impact of the industrial carbon disposal factory on the environment and society.

## 5. Conclusion

The foreign micro-enterprises posed a positive impact on the local resident 's economy as this made the change for residents by creating more employment in the village. With this, the mean and standard deviation are equal ( $\bar{X}=3.20$ ; S.D = 1.01). As the number of foreign investment increasingly raised in the community, the ways of residents' life is changed. This means local residents can be able to earn incomes by not only building houses for a living but also for being food stores and cafeterias to serve both domestic and foreign customers. However, the foreign microenterprises also put a negative impact on the local resident's economy. This is because foreign enterprises created a gap in distributing incomes in three villages at the medium level as the mean and standard deviation equal ( $\bar{X}=3.35$ ; S.D = 1.00). The foreign investment is in the kind of family business but with more diverse

business compared to the local resident's ones. Therefore, the potential unemployment of the locals can arise and this can lead to decreased incomes for local residents in the medium or lower levels.

The foreign microenterprises posed a negative impact on the culture-society in considerable level with the mean and standard deviation equal ( $\bar{X}=3.74$ ; S.D = 1.11). This impact mainly represents in terms of life and property security. The reason behind this is some foreign entrepreneurs are employed or involved in both legal and illegal labors in business. Hence, some illegal ones misbehaved in the community such as deed frauds, thieves and illegal game stores. Another negative impact on the cultural-social is that there are conflicts of interests at the high level with the average and standard deviation equal ( $\bar{X}=3.54$ ; S.D = 1.26). This is because the foreign micro-enterprises took the reserved businesses of local residents. In the village, the foreign business operators employed more imported laborers more than domestic ones.

The foreign micro-enterprises posed a negative impact on the environment in terms of waste at a large level, with average values and standard deviations equal ( $\bar{X}=3.72$ ; S.D = 1.28). Due to the increase of foreign entrepreneurs and also the local residents, the relevant authorities hardly control the waste produced by foreign entrepreneurs and the locals in the society. As a result, there is contaminated soil, water and air pollution that leads to an unpleasant environment affecting public health.

The possible solutions to resolving the negative impacts of foreign micro-enterprises on the economy, culture-society and environment are that all levels of relevant authorities should pay more attention to monitoring business operations of foreign micro-enterprises. It is significant to ensure that the business units are under the enterprise's guidance and regulations. The relevant authorities namely village, district and provincial levels should coordinate and work closely to investigate business operations that conflict with regulations and the traditional culture of the host country. In case there are stores, shops and other kinds of businesses that create wastes, terrible smells, smoke or air pollution to the environment and affect the proper traditional culture of the host country, the relevant authorities should reorganize or reorder those businesses.

**6. Conflict of Interest**

We certify that there is no conflict of interest with any financial organization regarding the material discussed in the manuscript.

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Table 1: Respondents’ Opinions Regarding Effect Levels for Economy

Parts of Economy	Opinion Levels			Effect Levels
	$\bar{X}$	S.D	CV	
Job changing for residents in the villages	3.38	0.96	28.40	Moderate
Income gaps	3.35	1.00	29.85	Moderate
Income of residents in the villages	3.33	0.99	29.73	Moderate
Prices for consumer goods	3.31	1.09	32.93	Moderate
Domestic commerce and investment of residents in the villages	3.26	1.05	32.21	Moderate
Expenses and liability	3.24	0.96	29.63	Moderate
Job Creation	3.16	0.98	31.01	Moderate
<b>Total</b>	<b>3.20</b>	<b>1.01</b>	<b>31.56</b>	<b>Moderate</b>

Source: The interview of residents in Kaysone Phomvihanh city, date: 11-25/06/2019

Table 2: Respondents’ Opinion Regarding Effect Levels for Culture and Society

Parts of Culture and Society	Opinion Levels			Effect Levels
	$\bar{X}$	S.D	CV	
Life and property safety	3.74	1.11	29.68	High
Conflict for the benefits from the investment	3.54	1.26	35.59	High
Drug problems and gambling	3.36	1.18	35.12	Moderate
Public Hygiene in villages	3.09	1.18	38.19	Moderate
Social values	2.93	1.18	40.27	Moderate
Information	2.91	0.92	31.62	Moderate
Traditional belief preservation	2.87	1.38	48.08	Moderate
Resettlement	2.81	1.14	40.57	Moderate
Using spoken language of local residents	2.79	1.14	40.86	Moderate
Eating culture in villages	2.78	0.93	33.45	Moderate
Grooming style of residents in the areas	2.76	1.16	42.03	Moderate
<b>Total</b>	<b>3.05</b>	<b>1.14</b>	<b>37.38</b>	<b>Moderate</b>

Resource: The interview of residents in Kaysone Phomvihanh city, date: 11-25/06/2019

Table 4.3: Respondents' Opinion Regarding Effect Levels for Environment

Parts of Environment	Opinion Levels			Effect Levels
	$\bar{X}$	S.D	CV	
Amount of garbage in the society	3.72	1.28	34.41	High
Air pollution	3.61	1.03	28.53	High
Building construction in villages	3.59	1.06	29.55	High
<b>Total</b>	<b>3.64</b>	<b>1.12</b>	<b>30.77</b>	<b>High</b>

Resource: The interview of residents in Kaysone Phomvihanh city, date: 11-25/06/2019