

Chatchai Chantarattanachock 2010: Factors Affecting Disposal Behavior of People in Tambon Banprok, Mueang District, Samut Songkhram Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Assistant Professor Karuntharat Boonchuaythanasit, Ph.D. 99 pages.

The purpose of this descriptive research was to study factors affecting disposal behavior of people in Tambon Banprok, Mueang District, Samut Songkhram Province. Sample group were 385 people who live in Tambon Banprok, Mueang District, Samut Songkhram Province. Research instrument was questionnaire, developed by researcher. Data analysis was done by statistic computer software. Percentage, mean, standard deviation, Pearson's Product Moment Correlation Coefficient and Multiple Regression Analysis were employed for data analyzing.

Studied results indicated that behavior regarding disposal behavior of people in Tambon Banprok was at moderate level. Predisposing factors which were knowledge and attitude regarding disposal behavior of people in Tambon Banprok had relationship with disposal behavior of people in Tambon Banprok at .01 significant level. Perceived benefit of appropriate disposal and perceived negative effect of inappropriate disposal had relationship with disposal behavior of people in Tambon Banprok at .05 significant level. Enabling factor which was availability of disposal management system had relationship with disposal behavior of people in Tambon Banprok at a .01 significant level. Reinforcing factors which were enforcement of Public Health Act B.E.2535 and social measurement of people in Tambon Banprok had relationship with disposal behavior of people in Tambon Banprok at a .01 significant level. Predisposing factors which were knowledge and attitude regarding disposal behavior of people in Tambon Banprok, perceived benefit of appropriate disposal and perceived negative effect of inappropriate disposal, Enabling factor which was availability of disposal management system, and Reinforcing factors which were enforcement of Public Health Act B.E.2535 and social measurement of people in Tambon Banprok, were found to be predictor variables of disposal behavior of people in Tambon Banprok. All predictor variables shared 28.6 percent of variance of disposal behavior of people in Tambon Banprok

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