

Sukanya Yushi 2012: Factors that Influence the Behavior of the Decision to Use Termite Bait in BangRak District Bangkok Metropolis. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Associate Professor Supat Teravecharoenchai, M.Sc. 88 pages.

The purpose of descriptive research was to study factors of the decision making to use of behaviors termite bait in Bangrak district, Bangkok Metropolis. Sample group 222 people. Research instrument was questionnaire, developed by researcher. Data analysis was done by statistic computer software. Percentage, mean, standard deviation and Pearson's Product Moment Correlation Coefficient.

Studied results indicated in decision making to use of behaviors termite bait in Bangrak district, Bangkok Metropolis. The decision making to use of behaviors in moderate degree. Predisposing factors which were attitude and awareness the use of termite bait had relationship with decision making to use of behaviors termite bait in Bangrak district, Bangkok Metropolis at .01 and .05 significant level. Enabling factor is media advertisements had relationship with decision making to use of behaviors termite bait in Bangrak district, Bangkok Metropolis at a .01 significant level. Reinforcing factors to get support from companies and other insects. had relationship with decision making to use of behaviors termite bait in Bangrak district, Bangkok Metropolis at a .01 significant level.

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