

Sukanya Dangruang 2550: Impacts of Urban Growth on People's Way of Life in Periphery of Phitsanulok Municipality Area. Master of Arts (Applied Sociology), Major Field: Applied Sociology Department of Sociology and Anthropology. Thesis Advisor: Associate Professor Narong Srisawas, Ph.D. 107 pages.

This research aims for studying the urban growth and population change in Phitsanulok municipality and the suburban, moreover; this growth has influenced on people's way of life in periphery of phitsanulok municipality area which is about economics and society, includes problems and suggestions of the development. The theory of this study concerns the idea of human ecology focusing on community structure that is the individual or group spreading analysis and service through the city and urban area. Also, it includes the theory on local community and the suburb one.

Quantitative research was conducted by using the secondary data of population from the National Statistical Office. Furthermore, primary data was gathered form one with the technique of the suburb population survey analysis with the people in 14 communities who lived outside the municipality. The multi-stage random was used by collecting data from questionnaire of respondents the 366 of households. The statistic was presented in percentage, average, and standard deviation. The hypothesis was tested by logistic regression analysis.

The results were summerized that the ratio of population in municipality was decreased but was increased in the suburban. The urban growth has influenced on the people's economic way of life about 51.1 %, influenced on the people's society about 55.5 %. However the test of hypothesis found that personal factors and social- economic factors has influenced on people's economic and social way of life the sigfinicance at the level of .05. The situation of community problem is lack of concreat solution, so should bring the suggestions for urban development sustainably .

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