

Rachaneeboon Limpanyalert 2010: Saving Behavior of the People in the Community of Mueang Lop Buri Municipality Area. Master of Arts (Applied Sociology), Major Field: Applied Sociology, Department of Sociology and Anthropology. Thesis Advisor: Assistant Professor Warrachai Wiriyaomp, Ph.D. 128 pages.

This study aimed to study the saving behavior of people. Social factors and economic factors that affect the saving behavior of people in the community of Municipal Lop Buri. The Sample data were collected by 390 questionnaire survey. Statistics used were t-test, f-test and Cronbach achievement was used for reliability test. The Reliability test of the saving behavior was 0.89.

The results indicated that saving behavior of the population are in moderate level with mean of 3.32. Hypothesis testing showed that the difference in social factors such as gender, age, number of family did not affect the saving behavior but the difference in education, marital status, target savings and discipline had affected the saving behavior.

Results from the hypotheses testing showed that the different in economic factors such as monthly income, expenditure per month, debt, assets had no effected on saving behavior. It was also found that the difference in career had no affect with saving behavior as well.

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Thesis Advisor's signature