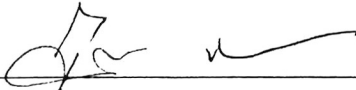


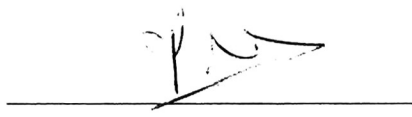
Kunthon Meechai 2007: Kasetsart University Students' Behavior in Using Mobile Telephone. Master of Arts (Applied Sociology), Major Field: Applied Sociology, Department of Sociology and Anthropology. Thesis Advisor: Associate Professor Chilai Sakdivorapong, LL.M. 84 pages.

The objectives of thesis research were to study the level of behavior in using mobile telephone and factors affecting behavior in using mobile telephone of Kasetsart University Students. Population under the study, the sample consisted of 307 Kasetsart University Students who were studying in Social Science Faculty. Data were collected by questionnaires. Computer programme was used for processing data. Statistical methods employed were percentage, arithmetic means, standard deviation, t-test and ANOVA and multiple comparison by Scheffe's test. The hypothesis test was set at .05 level of statistical significance.

It was found that the level of behavior in using mobile telephone was medium and arithmetic means were 3.30. The behavior in using mobile telephone was mostly found in communication and entertainment. The Kasetsart University Students with different gender, incomes level, and marital status of parent were found to have different level on behavior in using mobile telephone but age, educational level and total income of family were not.



Student's signature



Thesis Advisor's signature

29, May, 07