

Chotsil Ratanavaraha 2009: Attributes and Leisure Motivation of Volunteers for Society of Offroad Club Members. Master of Science (Recreation), Major Field: Recreation, Department of Physical Education. Thesis Advisor: Assistant Professor Suvimol Tangsujjapoj, Ph.D. 124 pages.

The purpose of this study was to investigate the attributes and leisure motivation of volunteers for society of Offroad Club Members. Subjects were 306 four - wheel vehicle drivers who were selected by specific sampling groups from 39 clubs under the Off Roaders Federation of Thailand in Bangkok and suburb area.

The research instrument was a questionnaire in which the researcher designed to study the attributes and leisure motivation of volunteers for society of Offroad Club Members. They were approved by 5 leisure experts in order to find the content validity. The index of congruence were in the range of 0.8- 1.0 and the reliability was at 0.86 (Cronbach's method). Data were analyzed to compute the percentage, frequency, and mean.

Findings were revealed that:- 1) attributes of incentive which most influenced on leisure participation of volunteers were effective incentive (76.47%), utilitarian incentive (22.21%), and normative incentive (1.31%) respectively; and 2) motivation which effected mostly on leisure participation of volunteers were Social Motivation Theory – social interaction ($\bar{x} = 3.36$); Reversal Theory – situational changes to responses self needs ($\bar{x} = 3.14$); Flow Theory – challenges to responses self need ($\bar{x} = 3.09$); and Self Efficacy Theory – self able to do ($\bar{x} = 3.04$) respectively.

Student's signature

Thesis Advisor's signature

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