

## ABSTRACT

**Thesis Title** : A Comparative Study of Knowledge and Attitudes of Insured Persons Towards Life Insurance

**Student's Name** : Miss Somchit Sooksawang

**Degree Sought** : Master of Education

**Major** : Educational Measurement and Evaluation

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**Advisory Committee :**

- |                             |            |             |
|-----------------------------|------------|-------------|
| 1. Assoc. Prof. Dr. Tuanjai | Ketsa      | Chairperson |
| 2. Asst. Prof. Pensee       | Setthawong |             |
| 3. Assoc. Prof. Somchitra   | Ruangsi    |             |

The purpose of this research were to study the knowledge and attitudes of insured persons towards life insurance and to compare knowledge and attitudes of insured persons among sex and occupation group towards life insurance. The samples used in this study consisted of 600 insured persons from Thai Life Insurance Company Limited in the Bangkok Zone. The questionnaire of checking list and attitudes scales with reliability of 0.57 and 0.92 respectively was initially developed and used in this study.

The results of the study have indicated that :

1. Male and Female of insured persons had knowledge towards life

insurance in the high level approximately that was 75, 77 percented of total score respectively, with statistically non significant different at the level of .05

2. The three occupation groups of insured persons had knowledge towards life insurance in the high level approximately that was 75,77 and 76 percented of total score respectively, with statistically non significant different at the level of .05

3. The attitudes towards life insurance of men and women of insured persons was in the good level with statistically non significant different at the level of .05

4. The attitudes towards life insurance of the three occupation groups of insured persons was in the good level with statistically non significant different at the level of .05