


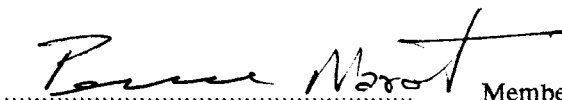
THESIS TITLE : A COMPARATIVE STUDY OF OPINIONS ON CONSUMER
BEHAVIORS OF TEACHERS IN SECONDARY SCHOOLS UNDER
THE DEPARTMENT OF GENERAL EDUCATION IN MUANG
DISTRICT, KHON KAEN PROVINCE

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ABSTRACT

This is a comparative study of opinions on consumer behaviors of teachers in secondary schools under the Department of General Education in Muang district, Khon Kaen province which has purposes as follow : (1) to study opinions on consumer behaviors of teachers in secondary schools under the Department of General Education in Muang district, Khon Kaen province, (2) to compare the opinions on consumer behaviors of those teachers. The sample subjects consisted of 461 teachers in secondary schools in Muang district, Khon Kaen province. Data collecting was launched by questionnaires. The analyzing process used was SPSS/PS⁺ program for calculating of frequency, percentage, mean, standard deviation, and t-test for independent groups.

The results of the research are : (1) the opinions on consumer behaviors of teachers in secondary schools under the Department of General Education in Muang district, Khon Kaen province, on 8 phases of consumer behaviors on food, garment and body-decorations, convenience, service, entertainment, addictive substance, gambling, and time management are all statistical significant differences at .05 level. When clasify by sexes, it was found that males and females showed the differences of theirs opinions in an aspect of time management (2) the teachers from schools in the

municipal area have higher degree in most phases of the behaviors above of those from other areas except food consuming which the outer group have higher above the inner one; as of sex distribution, male group have four phases higher above female and, contrarily, female have other four phases higher (3) the degree of consumer behaviors of the sample teachers ranges just from the lowest to medium level (4) for causes of the behaviors, necessary is the most significant followed by satisfactory (5) for the impacts of the behaviors : as of economical status, income found mainly effected followed by the expense; as of occupational status, duty attention found mainly effected.