

THESIS TITLE : FACTORS AFFECTING THE ENVIRONMENTAL
SANITATION BEHAVIOR OF RURAL PEOPLE
IN CHANGWAT UBON RATCHATHANI

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ABSTRACT

The objectives of this research were to study the general characteristics and the environmental sanitation behavior of the rural people, to study factors related to the environmental sanitation behavior, and to study factors affecting the environmental sanitation behavior of the rural people.

The sampled population were above 20-year-old rural people in Ubon Ratchathani. The samples, selected by the multi-stage random sampling method and the Yamane's formula,

comprised 400 cases. Survey research (using interview schedule) was used. The data were processed by SPSS for WINDOWS program. Statistical procedures used were: frequencies, percentage, arithmetic mean, median, standard deviation, Pearson's product moment correlation coefficient, and stepwise multiple regression analysis at the statistically significant level of 0.05.

Research findings were as follows:

1. Most of the rural people were female (60.50%), who were 30-39 years of age (30.50%), finished primary school (74.75%), worked as farmer (73.00%), their household income being lower than 20,000 baht per year, they were not the Village Health Volunteer or the chief ruler (51.50%), their sanitation knowledge was at a medium level (76.00%), their attitude was at a medium level (72.75%), they received the sanitation news 1-25 times per year, and they were the target group of the Main Activity Sanitary Village Project (55.00%).

Their total sanitation activity was at a good level (53.25%). They were good in fecal extermination (81.25%), food sanitation (80.00%), garbage extermination (59.5%), and housing sanitation (53.75%). They had a medium behavior level in water supply (56.75%), diseased agent controlling (46.75%), and sewage extermination (49.50%).

2. There were several factors significantly (0.05) related to the environmental sanitation behavior of the rural people such as sex, age, household income, the Village Health Volunteer position, knowledge, and attitude.

3. There were five factors which are predictable (21.53%) to have affected the environmental sanitation behavior of the rural people. They were attitude, the Village Health Volunteer position, support from the Main Activity Sanitary Village Project supporting, sex, and the chief ruler position.