The purpose of this research was to study the characteristics of ego-oriented and task-oriented students by using confirmatory factor analysis followed by cluster analysis. The sample consisted of 559 undergraduate students in 1996 academic years in Kamphaeng Phet Rajabhat Insitute. The data were analyzed by using confirmatory factor analysis through LISREL version 8.1 followed by cluster analysis through SPSS.

The results indicated that there were three distinct groups. Cluster 1 was the characteristic of high mastery and high performance-oriented students. They reported a strong desire to acquire knowledge and understanding, but also a desire to maintain an appearance of ability. They were more likely to attribute success and failure to uncontrollable factors and had more self-worth and preference for challenge. Cluster 2 was the characteristic of high mastery and low performance-oriented students. They reported a strong desire to acquire knowledge and understanding, but they were not interested in looking smart. They were more likely to attribute success to controllable factors and had more perception of ability, self-efficacy, positive emotions, shallow processing and deep processing. Cluster 3 was the characteristic of low mastery and low performance-oriented students. They seem to be uninterested in learning and uninterested in maintaining an appreance of their ability. They were more likely to attribute success and failure to uncontrollable factors and had more negative emotions.

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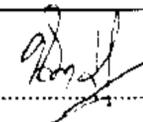
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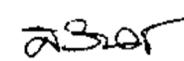
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