

# # C852000 : MAJOR DEVELOPMENT COMMUNICATION

KEY WORD: MEDIA / KNOWLEDGE / ATTITUDE / PARTICIPATION / WASTE WATER TREATMENT PROJECTS

UTHAIWAN KOSALLAWAT : MEDIA EXPOSURE, KNOWLEDGE, ATTITUDE AND PARTICIPATION OF BUSINESS EXECUTIVES AND ENTREPRENEURS IN WASTE WATER TREATMENT PROJECTS. THESIS ADVISOR: ASSO. PROF. PATCHANEE CHEYJUNYA. 130 PP. ISBN 974- 636-203-8

The purpose of this study is to examine media exposure, knowledge, attitude and participation in solving waste water problem of business executives and entrepreneurs in waste water treatment projects and to investigate the relationship among these variables (media exposure, knowledge, attitude and participation). Questionnaires were used to collect data from a total of 410 samples. Frequency distribution, percentage, mean and Pearson's product moment correlation coefficient were employed for the analysis of data. SPSS for Window program was used for data processing.

The results of the study were as follows :

1. Significant positive correlation was found between media exposure and knowledge of solving waste water problem among business executives and entrepreneurs.
2. No correlation was found between business executives and entrepreneurs' media exposure and attitude in solving waste water problem.
3. Significant positive correlation was found between business executives and entrepreneurs' media exposure and participation in solving waste water problem.
4. No correlation was found between business executives and entrepreneurs' knowledge and attitude on solving waste water problem.
5. Significant positive correlation was found between business executives and entrepreneurs' knowledge and participation in solving waste water problem.
6. No correlation was found between business executives and entrepreneurs' attitude and participation in solving waste water problem.

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ลายมือชื่ออาจารย์ที่ปรึกษา

ลายมือชื่ออาจารย์ที่ปรึกษาพร้อม