

Sumalee Jantharin 2013: Effectiveness of Health Belief Theory on Household Waste Management Behavior of People in Tombon Mounghoa, Phayakkhaphum Phisai District, Maha Sarakham Province. Master of Science (Health Education), Major Field: Health Education, Department of Physical Education. Thesis Advisor: Mr. Somkid Prabpai, Ph.D. 128 pages.

The research aimed to study the effectiveness of health education program using the health belief theory on changing in household waste management behavior of people in Tombon Mounghoa, Phayakkhaphum Phisai District, Maha Sarakham Province. The people from 50 households were study group with qua-si experimental research. Data was collected by questionnaire and scientifically measurement tool. Data was analyzed by descriptive statistics such as mean and standard deviation, and inferential statistics was paired sample t-test.

The results found that after the study group was trained with health education programs using the health belief theory. The study group has increased statistically significant different of risk perception, severity perception, benefits perception in household waste management, and increased properly household waste management behavior at 0.05 levels. The results shown that health education program using the health belief theory has effectiveness on changing of risk perception, severity perception, and benefit perception in household waste management. Therefore, it should promote the people to receive the health risk perception, severity perception, and benefit perception in household waste management in order to properly household waste management.

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Thesis Advisor's signature