

Chittima Chimruang 2008: Attitudes toward Retail Occupation of Students in Vocational Certificate in Commercial Subject of Private Vocational Education Schools in Bangkok Metropolitan. Master of Education, (Business Education), Major Field: Business Education, Department of Vocational Education. Thesis Advisor: Associate Professor Shana Wannoon, M.S. 118 pages.

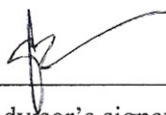
The purpose of this research was to study and to compare the attitude toward the retail occupation of the vocational certificate in commercial student at the private vocational school in Bangkok Metropolitan by the following factors: gender, education level, the family member as the retailer and the retail experience of students.

The sample of this study comprised of 1,272 students who studied in vocational certificate curriculum in commercial at the private vocational subject of private vocational education schools in Bangkok Metropolitan by using Multi-Stage Random Sampling method. Data were collected by means of questionnaires. The current research data were analysed by using computer program. The statistical analysis comprised of Frequency, Percentile, Means (\bar{X}), Standard Deviation (S.D.), t-test and F-test at level of 0.05.

The research results had been found that attitudes toward retail occupation of students in the vocational certificate in commercial subject of private vocational education schools in Bangkok Metropolitan were a good level. Comparing with the factors which influenced to students' attitudes toward retail occupation, this research findings indicated that there were different in gender. In the part of education level factor, the results showed that there were not different. Students who have family members worked in retail occupations and students who have not family members worked in retail occupations and students who had experiences in retail occupations and students who had not experiences in retail occupations were significantly different attitudes at level of 0.05

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Student's signature



Thesis Advisor's signature

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