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AUMTHIP KONGPETCH : FACTORS LEADING TO PARTICIPATION IN RELIGIOUS
ACTIVITIES OF BUDDHIST PEOPLE : A CASE STUDY OF WAT AMPHAWAN,
PHROMBURI DISTRICT, SINGBURI PROVINCE. THESIS ADVISOR :
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This research has the objective to study the various factors affecting the decision of the people to participate in Buddhist activities at Wat Amphawan and to study the role of a religious leader in persuading people to participate in Buddhist activities.

The factors which influence decision for people to participate in Buddhist activities at Wat Amphawan include the role of the abbot as the spiritual leader of the people. He provides support to people spiritually, and, most importantly, because of his wisdom and knowledge he is able to advise people on how to solve the problems themselves. The spiritual authority of the abbot leads others to respect, trust, and admire him. They follow his path of correct behavior without him having to exert his authority. Max Weber called this type of leader a "charismatic leader." This study indicates that the important factors influencing the participation in Buddhist religious activities are:

1. Behavior and personality of the abbot
2. Leadership qualities of the abbot
3. Physical and Environmental conditions of the temple.