

## **ABSTRACT**

This research study aims to find out attitudes of people in Rattanakosin Island toward the six-month relief package of free water, free electricity and free buses, and changes in their behavior after the announcement of the measures. The objective of this study was to investigate public opinions towards the six-month relief package of free water, free electricity and free buses and to examine changes in their behavior in response to the measures.

A cross-sectional design was used for conducting the research, and a self-administered questionnaire was the research instrument of the study. The samples of this study were 100 people, whose ages were between 20 and 60, living or working in any occupations in Rattanakosin Island. The questionnaires were distributed to 100 people in the area of Rattanakosin Island consisting of The National museum, Thammasat University, Prachan Pier, Elephant Pier, The Grand Palace, Sanam Luang, Ratchapradit Temple, The Ministry of National Defense and The Ministry of Justice.

The findings of the study revealed that the majority of people living or working in Rattanakosin Island had positive attitudes toward the six-month relief package of free water, free electricity and free buses and they also had positive behavioral changes after the announcement of the measure. Although the majority of respondents considered that even though this economic assistance program was focusing on low income earners only, the measures were still acceptable because they helped them reduce their household expense. As for behavior, the majority of respondents always and regularly used less water, used less electricity but traveled more by bus to reduce their water, electricity and traveling expense after the announcement of the relief package. However, out of three economic assistance programs, the respondents had the least change in their behavior in terms of using free bus services.