

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS	iv
CONTENTS OF TABLE AND FIGURE	vi
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	3
1.3 Objectives of the Study.....	3
1.4 Definitions of Terms.....	4
1.5 Scope of the Study.....	5
1.6 Significance of the Study.....	6
1.7 Organization of the Study.....	6
2. REVIEW OF LITERATURE.....	7
2.1 The Theory of Reasoned-Action Model.....	7
2.2 Symbolic Interactionism.....	8
2.3 Relevant Research and Survey.....	9
3. METHODOLOGY.....	14
3.1 Subjects.....	14
3.2 Materials.....	14
3.3 Procedures.....	15
3.4 Data Analysis.....	16
4. RESULTS.....	17
4.1 Demographic Data Results.....	17
4.2 Factors Influencing Coffee & Water Drinking Behavior.....	19
4.3 The Attitudes towards the Coffee and Water Drinking.....	25

5. CONCLUSION, DISCUSSION AND RECOMMENDATIONS.....	29
5.1 Summary of the Study.....	29
5.2 Summary of the Findings and Discussions.....	29
5.3 Conclusions.....	32
5.4 Recommendations for Further Research.....	32
REFERENCES.....	34
APPENDIXS.....	36
A. English Questionnaire.....	36
B. Thai Questionnaire.....	40
C. Curriculum Vitae.....	44