

CONTENTS

	PAGE
ABSTRACT.....	ii
CONTENTS.....	iii
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	5
1.3 Objectives of the Study.....	6
1.4 Framework of the Study.....	6
1.5 Scope of the Study.....	7
1.6 Significance of the Study.....	8
1.7 Organization of the Study.....	8
2. REVIEW OF LITERATURE	9
2.1 Concept of Attitude.....	9
2.2 Concept of Awareness.....	10
2.3 Social Norm and Energy Conservation.....	11
2.4 Attitude and Behavior.....	12
2.5 Related Research.....	14
3. METHODOLOGY.....	15
3.1 Population and Sampling.....	15
3.2 Instrumentation.....	15
3.3 Data Collection.....	15
3.4 Data Analysis.....	16
4. RESULTS	17
4.1 Employees' Demographic Information.....	17
4.2 Awareness of Energy Conservation Part I.....	18
4.2 Awareness of Energy Conservation Part II.....	19

4.3 Attitude Toward Energy Conservation Part I.....	20
4.4 Attitude Toward Energy Conservation Part II.....	22
4.5 Overall Result.....	23
4.6 Energy Conservation Behavior.....	23
5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS.....	27
5.1 Summary of the Study.....	27
5.2 Summary of the Findings.....	27
5.3 Discussion of the Findings.....	29
5.4 Conclusions.....	30
5.5 Recommendations	30
REFERENCES.....	32
APPENDIXES.....	34
A. Questionnaire in English.....	34
B. Questionnaire in Thai.....	39