

ABSTRACT

Title of Research Paper : Environmental Conservation Behavior of Private Universities'
Students
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This research aimed to study environmental conservation behavior among private university students, as well as factors affecting such behavior, problems, obstacles and approaches to build up knowledge and understanding and to raise awareness on environmental conservation.

The samples were 600 undergraduate students from three private universities in Bangkok metropolitan area; Assumption University, Bangkok University and Rangsit University. Questionnaires were distributed as a tool to collect data which were later analysed by using descriptive and inferential statistics. T-test and One-way Analysis of Variance were used for testing the differences between variables and Pearson's Product Moment Correlation Coefficient for testing the correlation between independent and dependent variables.

According to the study, it can be summarised that in an overall picture the environmental conservation behaviors among undergraduate students from private universities in Bangkok metropolitan area were seldom practised. The environmental conservation behaviours that the students practised were the behaviours concerning energy saving, water pollution, waste pollution, noise pollution and air pollution, respectively.

Most students were equipped with knowledge and understanding about environments at a moderate level. The test of hypotheses revealed that factors on students characteristics namely students' level of education, university, experience on environment conservation activities, knowledge, understanding and awareness on environmental conservation affected environmental conservation behaviors. In contrast, sex learning achievement and information exposure on environment did not affect environment conservation behavior. In general, the environmental conservation behaviours among the students were seldom practised.

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Most problems and obstacles in conserving environment were caused by humans ranging lack of participation to environmental deterioration. Finally, the researcher suggested that families, educational institutes, mass media, governmental agencies and relevant organisations should play more roles in encouraging students to have environmental conservation habits.