

ABSTRACT

Title of Research Paper : People's Attitude toward Water Conservation Methods :
A Case Study of People in the Area under the Responsibility
of Metropolitan Waterworks Authority

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The three main purposes of the study were 1) to find out people's knowledge on water conservation 2) to reveal their attitude toward water conservation and 3) to identify the factors related to their attitude. The subjects included 400 people in the area under the responsibility of the Metropolitan Waterworks Authority. A questionnaire was used to collect the data, which were processed by the SPSS program.

It was found that most of the people under the study had a Bachelor's degree. Their household incomes mainly ranged from 10,001 to 20,000 baht. There were 4 – 6 members in each family. They were found to have a moderate understanding on water conservation. Most of them agreed with the idea of water conservation but still had poor understanding about water – conservation methods.

When the attitude about water conservation was studied, it was found that the overall attitude was at moderate level. When considering in each subset, we found that the acknowledgement of the method of water conservation method was at a moderate level, the complication of water conservation method was at a moderate level, the benefit from water conservation was at a high level, and change of behavior of using water was at a high level.

When the hypotheses were tested it was found that education, income and acknowledgement were found to significantly influence the people's attitude toward water conservation at the 0.05 level. On the contrary, sex, age, occupation and number of family members had no relationship with their attitude toward water conservation.