

ABSTRACT

Title of Research Paper : People's Attitude toward Environmental
Conservation : A Case Study of Warinchumrab
Municipality in Ubonratchathani Province

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The three main objectives of the survey were (1) to reveal the people's attitude toward environmental conservation, (2) to point out the factors related to their attitude toward environmental conservation, and (3) to identify the problem and obstacles about environmental conservation and to make recommendations on this matter.

A questionnaire was employed to collect the data from 390 people in 13 communities in Warinchumrab Municipality. Percentage, mean, frequency and standard deviation were used to describe the data, and t-test and One-Way ANOVA were utilized to test the hypotheses.

The findings were summed up below :

1. Most of the subjects were females, aged about 45 they had their own businesses and earned 2,001-5,000 baht a month. They finished elementary school. They used to receive information about environmental conservation. They were not members of any social group and had no experience in social activities related to environmental conservation.

(4)

2. The subjects' attitude toward environmental conservation was found to be positively good ($X = 3.95$). When individual aspects were considered, those found to receive a good attitude were garbage energy, and water ($X = 4.06, 4.02,$ and 3.80 , respectively).

3. The factors significantly influencing the subjects' attitude toward environmental conservation were occupation, income, education, and experience in social activities related to environmental conservation. On the contrary, sex, age, access to related information and membership of a certain social group were found to have no impact on their attitude toward environmental conservation.