

## ABSTRACT

Thesis Title : Electrical Energy Saving Behavior of the Primary School Students under The Department of Formal Education, Nonthaburi Province

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The objectives of the study on electrical energy saving behavior of the primary school students under The Department of Formal Education, Nonthaburi province are to investigate electrical energy saving behavior, and to determine factors associated with such behavior of those primary school students. The total of 739 primary school students are included in this study. Questionnaires were used for data collection. This study employed statistical techniques of percentage, mean, standard deviation, Pearson's Coefficient of Correlation and Multiple Regression.

It was found in this study that:

1. In overall the electrical energy saving behavior of the primary school students under The Department of Formal Education, Nonthaburi province was at high level i.e. such behavior were practiced regularly, every or almost every time of using electricity.
2. Psychological factors such as their attitudes toward electricity using, self esteem, future directing and self control had significantly positive correlation ( $p = 0.01$ ) to electrical energy saving behavior of these students.
3. Environmental factors; social support and perception of energy information, had significantly positive relation ( $p = 0.01$ ) to electrical energy saving of these students.
4. Factors most suitably explain changing of electrical energy saving behavior of these students are future directing and self control, perception of energy information,

and perception of social norm respectively. These factors can co-explain the changing of electrical energy saving behavior of the students at 22.7 % ( $R^2 = 0.227$ ) with 0.01 level of significance.

Recommendation was made upon the findings as follows:

1. Relevant policy is formulated and enough budget was allocated to support activities in promotion and increase of electrical energy saving behavior in every population group.

2. Essential information and knowledge are provided to the people in order to create their awareness of advantage and disadvantage of electric energy saving.

3. Students should be motivated to have positive attitudes toward electrical energy saving, and enhanced their self esteem, future directing and self control, perception of social support, perception of social norm and perception on energy information. In particular, focus is made on the development of future directing and self control, perception on energy information and perception of social norm. All of which affect electric energy saving behavior and result in an increase of electric energy saving practice in the future.