

Kantika Hongthong 2014: Factors Relating to Football Gambling Behaviors of Kasetsart University Students. Master of Arts (Political Science), Major Field: Political Science, Department of Political Science and Public Administration. Thesis Advisor: Mrs. Kevalin Silphiphat, Ph.D. 128 pages.

The objectives of this study were 1) to investigate football gambling behaviors of Kasetsart University students 2) to study the motivations of football gambling, the social learning, perception on media, opinions toward gambling law and 3) to examine the relationship between the motivations of football gambling, the social learning, the perception on media, toward gambling law, and football gambling behavior of Kasetsart University's students. Samples of this study were 391 Kasetsart University's students from Bangkhen campus. Sampling methods used in this study were stratified random sampling and quota sampling by gender. Statistical analyses were frequency, percentage and mean, and Chi-square.

The research results showed that 30.43% of Kasetsart University's students were football gamblers. Frequency of football gambling of Kasetsart University's students was at the low level. The leading motivation of football gambling was the desire to make money or wealth needs. The most influential social learning factor was peer group. Most of students had friends who were football gamblers. With regard to the perception on media, the most influential media to the decision making on gambling was the internet. Overall, the students had positive attitudes toward the gambling laws. Hypothesis testing results revealed that the desire to make money or wealth needs, peer influence, the disadvantage of gambling suggested by family members, and the perception on football news through internet had relationship with football gambling frequency at the 0.05 significant level.

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Thesis Advisor's signature