

CONTENTS

	PAGE
ABSTRACT.....	ii
ACKNOWLEDGEMENTS.....	iii
CONTENTS.....	iv
CHAPTER	
1. INTRODUCTION.....	1
1.1 Background.....	1
1.2 Statement of the Problem.....	2
1.3 Objectives of the Study.....	2
1.4 Definitions of Terms.....	2
1.5 Scope of the Study.....	3
1.6 Significance of the Study.....	3
1.7 Organization of the Study.....	3
2. REVIEW OF LITERATURE.....	4
2.1 Concept of Behavior	4
2.2 Definitions of Plastic	4
2.3 Characteristic of Plastic	5
2.4 Plastic Waste Problem	7
2.5 Plastic Bags Degradation	9
2.6 Recycling	9
2.7 Greenhouse Effect and Global Warming	11
2.8 Climate Change in Asia and Thailand	14
3. METHODOLOGY.....	17
3.1 Subjects.....	17
3.2 Materials.....	17
3.3 Procedures.....	17
3.4 Data Analysis.....	18

4. RESULTS.....	19
4.1 Demographic Information of Respondents.....	19
4.2 Knowledge and Understanding of Respondents	23
4.3 Respondent Behavior in Using Plastic Bags	25
5. CONCLUSION, DISCUSSION AND RECOMMENDATIONS.....	34
5.1 Summary of the Study.....	34
5.2 Summary of the Findings.....	35
5.3 Discussions.....	39
5.4 Conclusions.....	40
5.5 Recommendations for Further Research.....	41
REFERENCES.....	42
APPENDICES.....	43
A. Questionnaire in English.....	43
B. Questionnaire in Thai.....	48