

Pitchapha Marlithong 2014: The Effects of Activities Provision based on Yonisomanasikara Thinking: True and Artificial Values on Consumerism Behavior of Preschool Children. Master of Education (Early Childhood Education), Major Field: Early Childhood Education, Department of Education. Thesis Advisor: Miss Piyanan Hirunchalothorn, Ph.D. 147 pages.

The purpose of this research was to study the effects of Activities Provision Based on Yonisomanasikara Thinking : True and Artificial Values on Consumerism behavior of preschool children. The subjects of this research consisted of 27 preschool and boys and girls age ranging between 5-6 years old who were studying in Kindergarten level 3 in the second semester of 2013 academic year, Tessaban 1 (Bantatapol) School, Muang District, Chumphon Province. The lesson plans interview included 21, Situation assessment for consumerism behavior of preschool children, product assessment for consumerism Behavior situation of preschool children and parents' interview form for consumerism behavior of preschool children Data were analyzed by mean standard deviations and content analysis.

The results of this research showed that the preschool children who engaged in the activities on Yonisomanasikara Thinking : True and Artificial Values have better consumerism in 3 sides eating, dressing, convenience and technology.

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Student's signature

Thesis Advisor's signature