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SUMONTA LOBPHAI : THE ENVIRONMENTAL CONSERVATION  
CONSCIOUSNESS OF ENTREPRENEURS AT DAMNERN SADUAG FLOATING  
MARKET, RATCHABURI PROVINCE. THESIS ADVISORS : KOWIT KRACHANG,  
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The primary purpose of this study was to study the level of environmental conservation consciousness of entrepreneurs at Damnernsaduag Floating Market. The independent variables were sex, age, education, income, domicile, types of entrepreneurs, duration of business, place and information about the environmental conservation at Damnernsaduag Floating Market. Data collection was done by a questionnaire and interview. One hundred and fifty entrepreneurs who work at Damnernsaduag Floating Market were interviewed. Data analysis was carried out with descriptive statistics: percentages, mean and standard deviation, and inferential statistic: t-test, One Way Analysis of Variance, Scheffé test.

The finding of this study showed that the entrepreneurs had moderate level of consciousness on environmental conservation at Damnernsaduag Floating market. At the statistically significant level 0.05. Such consciousness differed according to the variables: age, education, type of entrepreneurs. The entrepreneurs had moderate scores of knowledge of environmental conservation of Damnernsaduag Floating Market at the statistically significant level of 0.05, such knowledge differed according to the variables: age, education, income, duration of business, place and types of business. The entrepreneurs had high level of attitude at the statistically significant level of 0.05, such attitude differed according to the variables: domicile, types of entrepreneurs. The entrepreneurs had a low level of practice at the statistically significant level of 0.05, such practice differed according to the variables: age, education, domicile, place, types of entrepreneurs and received information.