

The objectives of the study on “Factors Affecting Household Wastewater Treatment in Phayao Municipality” were 1) to study the relationships among individual factor, knowledge, attitude, intention and behavior on wastewater treatment of the population in Phayao municipality 2) to study the relationships among social expectation, individual norms, intention and behavior on wastewater treatment of the population in Phayao municipality.

Samples of three hundred fifty six households in Phayao municipality area were randomly selected. Data were collected by using questionnaires. Statistical analyses were conducted to find relationships of variables as mentioned above.

Results of the study were summarized as follows:

- It was found that age was positively related to the knowledge on wastewater treatment whereas education and information factors were negatively related to the knowledge on wastewater treatment of the respondents. And the knowledge on wastewater treatment was significantly related to respondents' attitude that finally led to wastewater treatment intention and behavior. In addition, respondent occupations were

correlated to individual norms, intention and behavior toward household wastewater treatment.

- Social expectation on household wastewater treatment of the respondents was found at a low level and not correlated to individual norms. Also, there was no relationship between individual norms and intention on wastewater treatment.

In addition to the hypotheses of this study, other relationships among some variables were found as follows:

- Education and information factors were related to individual norms. However, there was a negative relationship between attitude and individual norms with regard to wastewater treatment.

- Education, information, social expectation and attitude were related to the intention on household wastewater treatment.

- Income, education, information, social expectation and individual norms were correlated to wastewater treatment behavior.