

Thesis Title                      Factors Influencing Bangkok Housewives'  
Energy Saving Behavior  
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Date of Graduation    1 October B.E.2536 (1993)

**Abstract**

The aim of this research was to study the factors influencing housewives' energy saving behavior. The sample consisted of 408 Bangkok housewives who were given questionnaires via distributing them to prathom 6 students.

Research findings showed that households engaged in moderate energy-saving behavior. Number of household members was found to be an influencing factor( $p<0.05$ ). The "push" factors which also influenced their behavior included available information, as well as attitudes towards and knowledge of power-saving energy ( $p<0.001$ ).

Analysis of variance and Multiple Classification Analysis reveal that (a) those households consisting of more than 6 members, (b) those with easy access to receiving information on

energy-saving behavior, (c) those who approve of energy-saving behavior and (d) those having knowledge of energy-saving behavior, engage in more energy-saving behavior.

It is important for housewives to use electricity as economically as possible. This process can be encouraged by providing them with more information on energy-saving methods, through television and radio. In addition, exhibitions should be organized, and brochures describing of energy-saving methods should be widely distributed. A campaign should include government policy on energy saving, as well as methods of choosing, operating and maintaining electrical appliances in order to save power. Public attitudes towards energy-saving should be improved. The government and the private sector should seriously and consistently campaign for more efficient energy use. In order to design an effective campaign concerned organizations should work towards including guidelines in school curriculums. Specifically, the government should encourage people to use low-wattage electrical appliances, and offer economic incentives such as tax reductions to manufacturers to produce low-watt electrical appliances.