

Thesis Title The Adoption of The Use of The Cloth Wreaths by The
 People in Bangkok Metropolis

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ABSTRACT

The objectives of this research were to study the opinion and to find the factors related to the use of the cloth wreaths adoption by the people in Bangkok Metropolis. Responses consisted of 320 samples in Bangkok Metropolis area were collected through interview questionnaires. The collected data were analyzed by using an SPSS (Statistical Package for Social Sciences), a computer program for descriptive statistics, Analysis of Variance, Simple Correlation, and Multiple Regression. The results of this research are summarized as follows:

1. The people in Bangkok Metropolis showed the use of cloth wreaths adoption at a high level. They revealed themselves of having high awareness of environmental problems regarding garbage disposal and the usefulness of cloth wreaths. However, only little and specific information on cloth wreaths was received by them.

2. The related factors of cloth wreaths adoption were race and age, that is, the samples who were chinese and the ones with the ages between 26 and 35 years tended to have a higher degree of cloth wreaths adoption than did the others.

The other factors found to be positively related to the use of the cloth wreaths adoption were an awareness of environmental problems, receiving information concerning the usefulness of cloth wreaths, a positive perception of the usefulness of cloth wreaths, and educational levels. However, a lengthy period of residency in Bangkok Metropolis showed a negative relation to the use of the cloth wreaths adoption.

3. Positive perceptions of the usefulness of cloth wreaths, receiving information concerning cloth wreaths, Chinese race, residency in Bangkok Metropolis, and educational levels were found to predict the use of cloth wreaths adoption at 51.9 %. Positive perceptions of the usefulness of cloth wreaths had the greatest predictive power.

Based on the findings of this study, it is suggested that in order to accelerate the degree of adoption, the information on the usefulness of cloth wreaths should be promoted on a wider-scale through the dealing authority and mass media particularly television, radio, and newspapers. It, by no means, would solve the garbage disposal problems and help improve social and environmental condition.