

**Thesis Title** Factors that Influence over the Behavior of Housewives on the Conserving Water In Bangkok

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### Abstracts

The purpose of this study is to survey the behavior of the housewives in conserving water and to study the factors which influence their behaviors. The subjects were 450 housewives around Bangkok and the data were collected by questionnaires through Matayomsuksa 1 students. The result of the research is as follows:

Generally, the behavior of the housewives surveyed is at a moderate level. The variances have the influence over the water users are on the level of the housewives' education. The highest education of the members of each household. The expense of the water consumed each month, the perception of the news current obtained through the mass media, and their attitude towards the idea of using limited amount of water. Those factors cause the differences on their human behavior significantly at 0.05 level. The group of the families whose members' highest education level lower than or as high as high school level, the group whose members are curious to learn a great deal of information news, etc., and the group whose attitude toward using water on a very thrifty basis are the ones which have the most appropriate behavior on using water economically. The factors such as age, knowledge of how to utilize water economically,

the areas of residence, monthly income of the family, the number of household members, and occupations do not have any impact on the behavior of housewives on the conserving water

According to the finding, it's recommended that to show the right behavior of using water for housewives it's important that the mass medias play an important role in doing so; this is because of the conveniences that make the newspaper, radio or T.V. play thin important parts in doing so. In accordance with doing so, the water department should have it's own systems to encourage housewives other water users so that they are energetic in reducing the expense on water. However, it should be emphasize that the correctness for lack of water should be done with wide understandings with every parts of our citizens, it also should be done by varieties ways such as the compagn for using the equipment our the household should start at the early stage of the younster education.