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SOITHIP WEERASOONTHON : WASTE REDUCTION BEHAVIOR OF RESIDENTS IN TOWNHOUSE VILLAGES IN CHATUCHAK DISTRICT, BANGKOK METROPOLIS. THESIS ADVISORS : JIRAPORN CHUCKPAIWONG, B.A., M.A., PANIPA BURAPHACHEEP, LL.B.(2<sup>nd</sup> Class Hons.), LL.M., SHUTIMA SAENNGERN, B.A., M.A. 110 P. ISBN 974-664-995-7

The objectives of this research were to study the level of waste reduction behavior of residents in townhouse villages in Chatuchak District, Bangkok Metropolis and to study the factors affecting residents' behavior including problems, obstacles and suggestions. Data were derived from the responses of questionnaires of 400 residents and from the interviews with the executives of Chatuchak District Office and with the village chairmen and committee members. Analyzed by Statistical Package for the Social Sciences, data were presented by percentage, mean, standard deviation, and One-Way Analysis of Variance.

The findings indicated that the waste reduction behavior of residents was at low level. These analyses showed that there were significant differences between experience of waste matters, occupation, knowledge on waste aspects, access to waste information, gender, income and waste reduction behavior (at  $p < 0.001$ ). In addition, length of residence exerted a significant difference on waste reduction behavior (at  $p < 0.01$ ).

The important implications drawn from the findings were to provide the effective processing to gain access to waste information and to disseminate relevant knowledge based on direct experience for contributing to the translation of the principle of waste reduction into practice because people's understanding and readiness will bring about solutions to waste problems.