

3836048 SHED/M : Major : ENVIRONMENTAL EDUCATION; M.Ed. (Environmental Education)

KEY WORD : BEHAVIOR/CONSERVATION/ENERGY

SOMCHIT BOURTADE : ENERGY CONSERVATION BEHAVIOR OF ELEMENTARY SCHOOL STUDENTS IN THE OFFICE OF BANGKOK METROPOLITAN PRIMARY EDUCATION. THESIS ADVISOR : MANEE CHAITEERANUWATSIRI, Ph.D., SANGOB LAKSANA, Ph.D., TEMDUANG RATANATHUSNEE, B.Sc., M.A. 158 p. ISBN 974-589-453-2

The objective of this research was to study the energy conservation behavior of elementary school students grade 2, 4 and 6 from five schools under control of the Office of Bangkok Metropolitan Primary Education. Data were collected by questionnaires from 1,267 students and analyzed by n-ways analysis of variance and t-test.

The results showed that grade two students who had more energy conservation knowledge and had positive attitude would have better energy conservation behavior than those who had less the knowledge and had the negative attitude. The behavior was affected the most by the knowledge and the attitude. Overall, sex, mothers' education, the knowledge and the attitude explained the energy conservation behavior by 3.9 percent. Grade four students whose mothers had bachelor or higher degree had better behavior than those whose mothers had lower degree. The students who had more that knowledge and had positive attitude also had better behavior than those who had less the knowledge and had negative attitude. The energy conservation behavior was affected by four different sets of factors; mothers' education and the attitude, the knowledge and the attitude, sex and mothers' education and the attitude, sex and the knowledge and the attitude. Overall, sex, mothers' education, the knowledge and the attitude explained behavior by 11.1 percent. In grade six students, girls had better behavior than boys. The students who had more knowledge and had positive attitude had better behavior than those who had less knowledge and had negative attitude. Media exposure is an important factor affecting energy conservation behavior. Overall, sex, mothers' education, knowledge and attitude explained behavior by 12.2 percent.

It is recommended that teachers should encourage their students to join activities or visit exhibitions in order to stimulate good behavior in energy conservation.