

Amporn Chaichotkij 2011: The Perception of Safety Culture of Thai Labour in Consumerism Context. Master of Science (Industrial and Organization Psychology), Major Field: Industrial and Organizational Psychology, Department of Psychology. Thesis Advisor: Assistant Professor Panatda Chumnansook, Ph.D. 183 pages.

The objectives of this research were to study: 1) lifestyle, the level of risk perception and safety culture of Thai labour in food processing factory; 2) the relationship between lifestyle consumerism, risk perception to perceived safety culture 3) predictors of safety culture of Thai labour in food processing factory by the dimensions of consumerism lifestyle (activities, interest and opinion) and risk perception (perceived susceptibility, perceived severity and perceived benefits and barriers). Research subjects were 132 persons in a food processing factory in Nakornpratom province. The data were collected in several parts including as a part of a personal data, lifestyle, risk perception and safety culture questionnaires. Statistical Package was used for data analysis at 0.5 level of statistically significant.

The results revealed that: 1) Thai labour has consumerism lifestyle at low level, perceived high level of risk perception and perceived high level of safety culture; 2) the consumerism lifestyle of the Thai labour had significantly relationship with safety culture in safety communication, safety participation and safety training dimension ($r = .178$.210 and -1.72 respectively) 3) consumerism lifestyle of Thai labour in interest dimension and risk perception in perceived susceptibility dimension could significantly predict 24.30% of safety culture perception. Lifestyle: dimension of interest was the best predictor.

Student's signature

Thesis Advisor's signature