

Thesis Title	Knowledge and Attitude Toward Cost Reduction of Participate in Automotive Parts Plant of Thai Summit Group in Samuthprakarn Province
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ABSTRACT

The purposes of this research were to study (1) Level of knowledge and attitude of cost reduction. (2) Influence of personal factors : sex age level of education duration of work and department in Thai Summit Group on knowledge and attitude of cost reduction (3) Relationship between knowledge and attitude of cost reduction. The sample includes 386 workers in Thai Summit Group. The research instruments to collect data were questionnaires and tests. Data were analyzed using SPSS for windows. The Statistics used were frequency percentage arithmetic means (\bar{X}) Standard Deviation (S.D.) t-test One way Analysis of Variance(ANOVA) Least-Significant Different (LSD) for Post Hoc Comparisons and Pearson product moment correlation.

The results were as follows :

1. The level of knowledge about cost reduction was at a high level
2. The level of attitude towards cost reduction was at a moderately good level
3. The comparative result of knowledge about cost reduction of 5 factors including sex age level of education duration of work and department in Thai Summit Group. It was found that workers in different groups or level of the following factors : sex age level of education and department in Thai Summit Group were not statistically significant difference in their knowledge about cost reduction. But workers in different level of factors of duration of work in Thai Summit Group were statistically significant difference in their knowledge about cost

reduction. The knowledge about cost reduction of worker whose duration of work more than 12 years up was higher than that of worker who have duration of work less than 4 years 4-8 years and more than 8-12 years.

4. The comparative result of attitude towards cost reduction on 5 factors including sex age level of education duration of work and department in Thai Summit Group . It was found that workers in different groups or level of the following factors : sex was not statically significant difference in their attitude towards cost reduction. But workers in different level of factors of age level of education duration of work and department in Thai Summit Group were statistically significant difference in their attitude towards cost reduction. The attitude score of worker whose have age 20-30 years is less than that of worker who has age more than 30-40 years and more 40 years up. The attitude score of worker who graduated lower diploma were higher than diploma and bachelor degree. And the attitude score of worker who graduated higher than bachelor degree were higher than diploma and bachelor degree. The attitude score of worker whose have duration of work more than 12 years up were higher than that of worker who have duration of work less than 4 years 4-8 years and more than 8-12 years. The attitude score of worker whose under production department were higher than that of worker were under office department and engineering department. The attitude score of worker whose under engineering department were lower than that of worker were under office department.

5. The relationship between knowledge and attitude of cost reduction showed statistically significant correlation.