

Manuschanok Vorrapant 2010: Urbaners' Expectation of Caring Fresh Water Aquarium Fish for Recreation. Master of Arts (Applied Sociology),  
Major Field: Applied Sociology, Department of Sociology and Anthropology.  
Advisor: Mrs. Oranutda Chinnasri, Ph.D. 151 pages.

The purposes of this survey research were to investigate urbaners' expectations of caring fresh water aquarium fish for recreation and to explore relationship among personal factors, social factors and related factors to the expectation caring of fresh water aquarium fish for recreation of urbaners. The participants were 450 samples who were residential in Bangkok. Data were collected by using self-report questionnaire which the reliability was .91. The statistical methods used in data analysis were Percentage, Mean, Standard Deviation, Chi-square and Pearson's Product Moment Correlation Coefficient.

The results indicated that the expectation of caring fresh water aquarium fish for recreation was at the medium level. There were significant correlations to the expectation of caring fresh water aquarium fish for recreation with personal factors, social factors and relevant factors. The personal factors which had correlations were gender, marital status and the occupation. For social factors, peer influence, the member of the group and information received from the media had significantly played important roles. For relevant factors, the knowledge had significantly related to the expectation of caring fresh water aquarium fish for recreation of urbaners at the level of .05.

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Student's signature

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Thesis Advisor's signature