

Junsuda Viyaritt. (2012). *Psychosocial Factors and Social Norm Perceived Related to Responsibility Behavior of Rental-Car Drivers in Bangkok*. Master Thesis, M.S. (Applied Behavioral Science Research). Bangkok: Graduate School, Srinakharinwirot University. Advisor Committee: Dr.Thasuk Junprasert.

The three main purposes of this study were: 1) To study the interaction between situational factors and psychological characteristics related to responsibility behavior of rental-car drivers. 2) To study the interaction between situational factors and psychological-situational characteristics related to responsibility behavior of rental-car drivers. 3) To study the power of predicting the responsibility behavior of rental-car drivers on situational factors, psychological characteristics and psychological-situational characteristics. The samples were 361 rental-car driver. This research consisted of 8 instruments, which were in the form of summated rating scales. The reliability with alpha coefficients was between .63 -.93. The data were analyzed by 1) descriptive statistic 2) Two-Way Analysis of Variance, and 3) Enter Multiple Regression Analysis.

The results were found that: 1) there were the interaction effect between perceived social norm and knowledge in driving to responsibility behavior of driving-preparation behavior. 2) there were the interaction effect between perceived social norm and attitude toward responsibility to responsibility behaviors of driving-preparation behavior, driving behavior and driving-after behavior. 3) there were the interaction effect between head support and attitude toward responsibility to responsibility behaviors of driving-preparation behavior and driving-after behavior. 4) seven variables altogether predicted total responsibility behaviors, driving-preparation behavior, driving behavior and driving-after behavior were 51.9%, 40.1%, 37.6% and 45.3% respectively. The important predictors were the favorable attitude toward responsibility and knowledge in driving.