

Jamnida Kananan. (2012). *Psycho - Social Factors Related on the Electrical Energy Saving Behavior of Civil Servants in Offices of the Ministry of Education, Thailand*. Master thesis, M.Sc. (Applied Behavioral Science Research). Bangkok: Graduate School, Srinakharinwirot University. Advisor Committee. Assoc. Prof. Dr.Oraphin Choochom.

The objectives of this research were 1) to study the effects of psychological factors and social factors on the electrical energy saving behavior of Civil Servants in offices, Ministry of Education, Thailand, 2) to study the psychological factors and social factors as predictors of electrical energy saving behavior of Civil Servants in offices, Ministry of Education, Thailand, and 3) to identify the important predictors of electrical energy saving behavior of Civil Servants in offices, Ministry of Education, Thailand.

The sample of this research comprised of 359 civil servants in offices, Ministry of Education. The data were collected using the six – point rating scale questionnaire with the reliability ranging from .75 to .93. The statistical analyses used were two – way Analysis of Variance and the Multiple Regression.

Research results were as follows:

1. There was no interaction effect between the positive attitude to electrical energy saving and the electrical energy saving model on electric energy saving behavior of civil servants in offices, Ministry of Education.

2. There was interaction effect between awareness of problem of electrical energy shortage and perception in the news/information of electrical energy on the electrical energy saving behavior of civil servants in offices, Ministry of Education at the .05 level of significance.

3. Psychological and social factors predicted 53 percent of variance in electrical energy saving behavior of civil servants in offices, Ministry of Education in both over all group and bio – social group. In over all group, There were also 4 significant predictors; 1) positive attitude toward electric energy saving, 2) self - perception on electrical energy saving, 3) electrical energy saving model and 4) perception in the news/information of electrical energy saving, The important predictors were electrical energy saving model (β .29) and the positive attitude toward electrical energy saving (β .27).