

Abstract

This research project aimed to find a suitable way to enhance appropriate consumption behavior among Thai youth. The study had two phases: investigating and identifying relevant variables, and conducting an experiment to ascertain differential variable effects. The investigative survey sample consisted of 686 undergraduate students in Bangkok. The experimental sample consisted of 41 students. The experiment was divided into 2 stages: the 3-day training period, and the one-month self-practice period. The measurements of variables have been done on 3 occasions: before, after the training, and after the self-practice period. As suggested from the survey stage, self-control was used in the 2x2 experimental design as the second factor, while the first one was the attitude and thinking training. The experimental data analyses revealed the significant interaction effect for the behavior intention, but not for the behavior. However, there is no significant group difference. Moreover, the experimental training gave strong effects for the self-control variable. Therefore, this study provides valuable knowledge and directions for use in the development of appropriate Thai youth consumption behavior.

Key words: appropriate consumption behavior, self-control, research and development, experiment.