

## **Research Abstract**

### **Life Style and Water Resource Conservation Behaviors of People in the San Sab Canal Community**

**By**

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The purpose of this research is first to investigate youth and housewife life – style, including involvement with San – Sab canal community in the past and present. which differentiated by culture and geography, Second, is to examine water resource conservation behavior of youth and housewives with different culture and geography. Third is to explain and predict water resource conservation behavior in accordance with variables. (from A Theory of Planned Behavior and related literature.)

The subjects were comprised of two groups ; 1) residents living along San – Sab canal at least 20 years; include 30 urban and suburban Buddhists and Muslims over 40 years old. 2) A sample of 422 housewives including 116 urban Buddhists; 100 urban Muslims; 101 suburban Buddhists; 105 suburban Muslims; and 425 youths divided in to 120 urban Buddhists; 108 urban Muslims; 99 suburban Buddhists; and 98 suburban Muslims. The instruments used for collecting data are interviews concerning life – style of people living along San – Sab canal in the past and present; questionnaires about water conservation behavior; attitudes toward conserving water preservation performance (direct and indirect measures); subjective norm of water conservation (direct and indirect measures); perception of water conservation control (direct and indirect measures); intention to conserve resources; knowledge of and water conservation methods and awareness of water conservation. The data are analyzed by content analysis, mean, standard deviation, t – test, and path analysis.

The results reveal that :

1. In the past there was a close relationship among people and San – Sab canal as can be seen in community traditions and activities, such as water use for drinking, bathing, or doing laundry. Water in the canal was clear and clean and people in the community helped to maintain the clean canal. In the present, the relationship and activity concerning San – Sab canal has decreased significantly, especially in the urban area where water in the canal is polluted. However, the suburban area still has some relationship and activity; water is not too polluted, but unclear. People still use water in case the water pipe is broken.

2. As a whole, youths and housewives use water for bathing, food preparation and house work, and Muslim praying. These activities are related to the way of waste water spread into San – Sab canal.

3. In the present, water conservation behavior of youths and housewives is at a moderate level. When each aspect is considered, it is found that behavior of not throwing garbage is at the high to the highest level, whereas behavior of garbage gathering is at a low level.

4. According to variables concerning A Theory of Planned Behavior and related literature on conservation behavior, it is found that there are some variables that can explain and predict water conservation behavior of youths and housewives living along San – Sab canal as follows : 1) intention of water conservation which is direct to conservation behavior, the standardized path coefficient of housewives was 0.42 and youth was 0.40, 2) the perception of behavior control of water resource, 3) awareness of water conservation, and 4) subjective norm of water conservation.

The results from this study can be useful for developing water conservation behavior of youths and housewives by adjusting beliefs which will obstruct or support these kinds of behavior. These include awareness of water conservation, need of making clean canal, interest in water conservation, including familiar to convenience of performing such a behavior finally, it consider the role of supporting person related with youths and housewives such as peers, community leaders, family members and officials to take a more active role in increasing water resource conservation behavior of youths and housewives.