

ABSTRACT

This study primarily focuses on energy conservation of Thai people and the energy conservation program, which was the government's policy to foster energy conservation habits among Thai. Changing consumer behavior was an important factor with regard to the achievement of energy savings objectives.

The research instrument on this study was the questionnaire with four hundred sampling population of Thai people who had different background from various places in Bangkok and Nonthaburi. SPSS software program was employed to analyze data in order to evaluate the results of the questionnaire in terms of percentage. The result indicated the relationship between the energy conservation campaign that effected consumer behavior.

The study of this project would help acquiring information on the effectiveness of the campaign that could predict the energy conservation of Thai people in the near future and how awareness of them towards using energy in our country.