

## ABSTRACT

The purpose of this project is to study the factors affecting parents' selection of elementary schools and investigate sources of information for factors affecting parental decision.

We distributed and collected data through 207 sets of questionnaires. Our target groups were people whose age were over 20 years old who resided in Bangkok because this is the group who have an opportunity to select a school for their children. The questionnaire applied in this project has been used and analyzed by SPSS (Statistical Package for Social Science).

After studying this project, we found that environment and easy admission to a school are the most important factors for parent on their selecting their children's school. Mostly, parents need a public school for their children and use their own experience in making decision. Moreover, the results show that exhibition is the interesting media.

This project is useful for a person who wants to know and study the school selection factor and this information can be applied to use as tools for the top management to develop and improve an elementary school.