**List of Contents**

|  |  |
| --- | --- |
| **Titles** | **Page** |
|  |  |
| Abstract (Thai) .......................................................................................................................... | I |
| Abstract (English) ..................................................................................................................... | II |
| Acknowledgement .................................................................................................................. | III |
| List of Contents ……………………………………………………………………………………………………….. | IV |
| List of tables ……………………………………………………………………………………………………………… | V |
| List of figures ……………………………………………………………………………………………………………… |  |
| Chapter 1 : Introduction ………………………………………………………………………………………….. | 1 |
| 1.1 Background and Rationale of the Study ……….………………………………………... | 1 |
| 1.2 Research Objectives ....………………………………………............................................. | 5 |
| 1.3 Research Hypothesis (if any) …………………………………….................................... | 5 |
| 1.4 Research Questions (if any) ……………………………..……….................................... | 5 |
| 1.5 Limitations of the study (if any) ……………………………………………………………… |  |
| 1.6 Scope of the Study …………………………………………..……....................................... | 5 |
| 1.7 Conceptual Framework ..………………………………………………............................... | 6 |
| 1.8 Definition of Terms ..………………………………………................................................ | 6 |
| 1.9 Expected Benefits …………………………………………………….……………....................... | 7 |
| Chapter 2 : Review of Related Literature and Research ………….…………..................... | 8 |
|  2.1 Principles, Concepts and Theories of …………………….…..…………………………… | 9 |
| 2.2 Principles, Concepts and Theories of …………………….…..…………………………… | 13 |
| 2.3 Principles, Concepts and Theories of …………………….…..…………………………… | 28 |
| 2.4 Principles, Concepts and Theories of …………………….…..…………………………… | 39 |
| 2.5 Principles, Concepts and Theories of …………………….…..…………………………… | 42 |
| 2.6 Related Research …………………………………………………………................................... | 48 |
| Chaper 3 : Research Methodology ...…………………………………........................................... | 51 |
| 3.1 Population and Sample group ….………………….…………..…………....................... | 51 |
| 3.2 Research Design ………………..…………………………….……......................................... | 51 |
| 3.3 Research Instruments ..……………………………………….……………............................ | 52 |
| 3.4 Research Development and Validation ………….……………………………............. | 52 |
| 3.5 Research Procedure ………………………………………………………............................... | 56 |
| 3.6 Data Analysis ……………………………………….…………………….................................... | 56 |
| 3.7 Statistics for Data Analysis ………………………………………………………….................. | 57 |
| Chapter 4 : Research Results …………………………………………………..................................... | 60 |
|  4.1 Research Results...................…………………………………………………..………….......... | 60 |
|  1) Research Objective 1 …………………………………….............................................. | 60 |
|  2) Research Objective 1 ....................................................................................... | 60 |
|  3) Research Objective 1 …………………………………………………………....................... | 61 |
| Chapeter 5 : Conclusion, Discussion and Recommendation ...……………………............. | 63 |
| 5.1 Conclusion ...............…………………………………………………………….......................... | 63 |
| 5.2 Discussion ……………………….…………………………………………….................................. | 63 |
| 5.3 Recommendation ………………………………………….................................................. | 66 |
| Bibliography ……………………………………………………................................................................... | 67 |
| Appendix .................................................................................................................................. | 68 |
|  1. Appendix A ……………………………………………….............................................................. | 70 |
|  2. Appendix B…………………………………………………….............................................................. | 71 |
|  3. Appendix C ………………………………………………….............................................................. | 72 |
| Biography …………………………………………………………..................................................... | 74 |

**Table of Contents**

|  |  |  |
| --- | --- | --- |
| **Table** |  | **Page** |
|  |  |  |
| 1 | ....................................... | 61 |
|  |  |  |
| 2 | ........................................ | 61 |
|  |  |  |
| 3 | ........................................ | 61 |
|  |  |  |
|  |  |  |

**Table of Figures**

|  |  |  |
| --- | --- | --- |
| **Figures** |  | **Page** |
|  |  |  |
| 1.1 | ............................ | 5 |
|  |  |  |
| 2.1 | ............................ | 45 |
|  |  |  |
|  |  |  |