

TITLE : THE STUDY OF CONSUMER'S BEHAVIOUR AND
ATTITUDE TOWARDS THE USE OF UNLEADED
EXTRA GASOLINE IN BANGKOK METROPOLITAN
AREA (B.E. 2534 - 2535)

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THE PURPOSE OF THIS RESEARCH ARE TO STUDY CONSUMER'S
BEHAVIOUR AND ATTITUDE TOWARDS THE USE OF UNLEADED EXTRA
GASOLINE IN BANGKOK METROPOLITAN AREA (2534-2535) WITH THE
HYPOTHESIS THAT SEX, AGE AND EDUCATIONAL LEVEL HAVE NO
RELATIONS TO THE CONSUMER'S BEHAVIOUR IN THE USE OF UNLEADED
EXTRA GASOLINE. INFORMATIONS HAVE BEEN COLLECTED THROUGH
QUESTIONNAIRES.

THE SAMPLING GROUP IS 600 CONSUMERS USING UNLEADED
EXTRA GASOLINE IN BANGKOK METROPOLITAN AREA. USING QUOTA
RANDOM SAMPLING. INFORMATIONS ARE CALCULATED TO FIND
PERCENTAGE VALUES. USING MEAN AND CHI-SQUARE-TEST.

THE RESULT OF THIS RESEARCH SHOWS THAT SEX AND EDUCATIONAL LEVEL HAVE SOME BEARING ON CONSUMERS' BEHAVIOUR IN THE USE OF UNLEADED EXTRA GASOLINE. MORE FEMALE CONSUMERS USE IT THAN THE MALE DUE TO ITS LOWER PRICE AND THE DESIRE TO PARTICIPATE IN FIGHTING AGAINST POLLUTION. THOSE IN THE HIGH EDUCATIONAL LEVEL GROUPS USE THE UNLEADED EXTRA GASOLINE MORE THAN IN THE MIDDLE AND LOW EDUCATIONAL LEVEL GROUPS. (THE LOW EDUCATIONAL LEVEL GROUP USE MORE UNLEADED EXTRA GASOLINE PERHAPS THROUGH ITS COSTS) HOWEVER, THE AGE DIFFERENCE HAS NO BEARING ON CONSUMERS' BEHAVIOUR OF USING UNLEADED EXTRA GASOLINE. CONSIDERING FROM THE TYPES OF CARS, IT APPEARS THAT THOSE WITH USED CARS UNDER SIX YEARS USE MORE UNLEADED EXTRA GASOLINE THAN THOSE OVER SIX YEARS, PARTICULARLY THE JAPANESE'S CARS USE MORE THAN THE EUROPEAN, THE REASON BEING MOST EUROPEAN'S CARS HAVE SOFT VALUE SEATS TO WHICH UNLEADED EXTRA GASOLINE IS HARMFUL.

AS FOR CAR TECHNIQUES ABOUT THE ENGINE CONDITION, MOST OF THE PAST RESEARCH WORKS REPORTED NO FINDINGS OF PROBLEMS.

THE WAY TO PROMOTE THE USE OF UNLEADED EXTRA GASOLINE IS TO IMPROVE EFFECTIVE PRODUCTION. AND TRY TO MAKE THE PRODUCTS DIFFERENT FROM THOSE OF THE COMPETITORS IN THE MARKET. FIX SALE PRICE FAIRLY. INCREASE SERVICE AT GAS STATIONS THOROUGHLY IN EVERY COMMUNITY. PROMPT SERVICES. POLITE ATTENDANTS AND SALE PROMOTION BY ADVERTISING AND PUBLIC RELATIONS THROUGH VARIOUS MEDIAS SUCH AS

PUBLICATIONS, RADIO AND TELEVISION IN ORDER TO CREATE IMAGE AND POPULARITY AMONG CONSUMERS WHICH WILL LEAD TO INCREASED OVER ALL SALE. THERE IS A TREND THAT EVENTUALLY CONSUMERS WILL ACCEPT THE UNLEADED EXTRA GASOLINE IN THE MARKET.

THE GOVERNMENT SHOULD PROMOTE THE USE OF UNLEADED EXTRA GASOLINE TO OWNERS OF PRIVATE CARS, REGARDLESS OF SOURCES. WITHIN B.E. 2539 THE GOVERNMENT WILL PROMULGATE ENFORCED LAW TO ALL CARS TO USE UNLEADED EXTRA GASOLINE. APART FROM THE CHEAPER PRICE, IT HELPS TO DECREASE POLLUTIONS TO SURROUNDINGS WHICH IS THE RESPONSIBILITY OF EACH PERSON TO SOCIETY AND THE ENVIRONMENT.