

TOPIC : Behaviors of Consumers Using Gasohol in Private Cars
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ABSTRACT

The purpose of this study behaviors using gasohol in private cars. The subjects of the study were 400 users of gasohol in private cars in Bangkok Metropolitan. Questionnaires and interviews were used to collect the data. Percentage, arithmetic mean, standard deviation, Chi-Square, t-test, ANOVA, and Scheffé Analysis were employed to analyze the data.

The study revealed that most users obtained gasohol from Bangchak gas stations. They paid with cash, more than 500 baht at a time. They chose to fill their tanks with gasohol every time they needed from the stations with many nozzles on their ways. No problems were found in their car engines. They had made a decision to use gasohol themselves. The reason to use it was related to the price; i.e. it was cheaper than octane 95 benzene while the consumption rate of both kinds was almost the same. The subjects claimed they had not got enough information of Gasohol from television. They wanted gasohol to be 75 satang – 1 baht cheaper than octane 95 benzene. A gift of drinking water was preferable.

An analysis of the relationship between users' behaviors in using gasohol and their personal status revealed that sex affected the decision to use the gas while age had some connection with the money to be paid for, kind of petrol to be used, methods of payment, discount, preferable price of gasohol, persons affecting the decision to fill the tanks. Regarding occupations, it was found having an effect on amount of money to be paid, choice of petrol to be used, payment methods, discount, sale location, and persons affecting their decision. As for monthly income, the examination unveiled that it had something to do with manufacturers' camps, amount of money to be paid, choice of petrol to be used, payment methods, discount, sale location, and persons affecting their decision. Consumers' educational background influence amount of money to be paid, kind of petrol to be used, payment methods, discount, sale location.

In conclusion, the behaviors using gasohol in private cars. Therefore, the government should have difference prices with gasohol or gasoline. In motivation to using cars change gasohol and had public relations campaign to people know the advantages of the using gasohol. The indications are that will save a few baht per month, also shows that using gasohol will not effect to the engine. Engine performance or cause engine wear out faster, to build confidence to customers.