

Tanyaporn Prasarnket 2012: Factors Affecting Private Car Users' Adoption of Gasohol E85 Usage at a Gas Station. Master of Science (Industrial Psychology), Major Field: Industrial Psychology, Department of Psychology. Thesis Advisor: Miss Sayamon Akakulanan, Ph.D. 126 pages.

The objectives of this research were to study 1) the level of knowledge of Gasohol E85, attitude towards Gasohol E85 and Gasohol E85 adoption for usage to private cars; 2) the comparison of sources of information of Gasohol E85 adoption in use for private cars; 3) the relationship between Gasohol E85 adoption in use to car users, knowledge of Gasohol E85 and attitude towards Gasohol E85. 4) The factors that predict Gasohol E85 adoption in use for private cars at gas station. The sample consisted of 385 private car users at a gas station in Bangkok. The data was collected with questionnaires. Statistic used could of: percentage, mean, standard deviation, t-test, Pearson's product moment correlation and stepwise multiple regression analysis.

The results were: 1) private car users had moderate level of attitude towards Gasohol E85, and the overall Gasohol E85 adoption; while the knowledge of Gasohol E85 was at the high level. 2) private car users with different in sources of information had statistically the same in Gasohol E85 adoption at the significant level of .05; 3) usage knowledge of Gasohol E85 and attitude towards Gasohol E85 were positively correlated with Gasohol E85 adoption at the significant level of .01; and could jointly predict the overall Gasohol E85 adoption of private car users at the significant level of .001 with cooperative prediction at 68.5 percent

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Student's signature

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Thesis Advisor's signature