

Monthirada Thiyarat 2012: The Features of Eco Car as Needed by Bangkok Consumers. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Mrs. Thirarut Worapishet, Ph.D. 221 pages.

The objectives of research were firstly, to study the features of Eco car as needed by Bangkok consumers; secondly, to classify Bangkok consumers is group of demand and thirdly, to assess the characteristics of Bangkok consumers in the demographics, behavior and attitude towards Eco Car. The samples used in this research consisted of 385 Bangkok consumers over the age of 18 with the desire to purchase Eco Car. Questionnaires were used as tools for the collecting of data. The statistics applied for the data analysis included percentage, arithmetic mean and standard deviation. The inference statistics applied comprised factor analysis, cluster analysis, chi square and Pearson correlation.

The research found that the most of the samples to be male, aged 26 – 35, single, with a Bachelor's degree, employed in the public sector, with an average monthly income of 10,001 - 20,000 bath and members of families of 3 – 4 individuals. The features of Eco car as needed by Bangkok consumers comprise four factors such as the potential benefits, service and potential of Eco Car, the features inside and outside of Eco Car, the ease of use and maintenance of Eco Car and the core benefits and structure of Eco Car. The samples can be classified into three diverse groups; Group one, referred to as "Efficiency Based Group" focuses on the core benefits and structure of Eco Car. Group two, referred to as "Convenience Based Group" focuses on the ease of use and maintenance of Eco Car. Group three, referred to as "Feature and Design Based Group" focuses on the features inside and outside of Eco Car.

To set a target Group one, focuses on the fuel-efficiency, to reduce pollution, structural durability and safety. Access to the internet and family members as to encourage a positive attitude and a sense that Eco Car has affordable. To set a target Group two, focuses on the comfort, flexibility and the ease of maintenance as to encourage a positive attitude that Eco Car has safe. To set a target Group three, focuses on the shape, space and facilities. Access to the internet and radio as to encourage a positive attitude that Eco Car can run long distances.

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Thesis Advisor's signature