

CONTENTS

	PAGE
ABSTRACT	ii
ACKNOWLEDGMENTS	iii
CONTENTS	iv
CONTENTS OF TABLES	vi
CONTENTS OF FIGURES.....	vii
CHAPTER	
1. INTRODUCTION	1
1.1 Background	1
1.2 Statement of the Problem	4
1.3 Objectives of the Study	4
1.4 Definition of Terms	5
1.5 Scope of the Study	6
1.6 Significance of the Study	7
1.7 Organization of the Study	7
2. REVIEW OF LITERATURE	9
2.1 Fundamental Knowledge about Biodiesel.....	9
2.2 The Concept of Marketing's Tools: The Marketing Mix (4Ps).....	13
2.3 Relevant Research	15
3. METHODOLOGY	17
3.1 Subjects	17
3.2 Materials	17
3.3 Procedures	19
3.4 Data Analysis	19
4. RESULTS	21
4.1 Demographic Information	21
4.2 Background Knowledge and Understanding about Community Biodiesel (B100)	24

4.3 The Degree of Users' Satisfaction with Community Biodiesel (B100) Satisfaction with the Opportunity to Generate Higher Household Income.....	26
5. CONCLUSIONS, DISCUSSION AND RECOMMENDATIONS	32
5.1 Summary of the Study	32
5.2 Summary of the Findings	33
5.3 Discussion	35
5.4 Conclusions	38
5.5 Recommendations for Further Research	39
REFERENCES	40
APPENDICES	42
A. Questionnaire (English Version).....	43
B. Questionnaire (Thai Version)	47