

APPENDICES

APPENDIX A

Questionnaire (English Version)

Factors Contributing to the Users' Satisfaction with Community Biodiesel (B100) at Mae Klong Samakki Karnkaset Group, Samut Songkram Province

This questionnaire is apart of an individual project for the completion of the Degree in Master of Arts in English for Careers, Thammasat University. The questionnaire is designed to study Factors Contributing to the Users' Satisfaction with Community Biodiesel (B100) at Mae Klong Samakki Karnkaset Group, Samut Songkram Province. Please kindly answer the questions below. All given information will be confidential and will not be used for other objectives.

Thank you very much for your kind cooperation

Direction : Please mark X in the box that you consider is true and please give an explanation if you choose 'others.'

Part 1: Demographic Information

- | | |
|----------------------------|---|
| 1.1 Gender | <input type="checkbox"/> Male <input type="checkbox"/> Female |
| 1.2 Age | <input type="checkbox"/> under 25 years old
<input type="checkbox"/> 25-35 years old
<input type="checkbox"/> 36-45 years old
<input type="checkbox"/> 46-50 years old
<input type="checkbox"/> over 50 years old |
| 1.3 Occupation | <input type="checkbox"/> Farmer
<input type="checkbox"/> Orchardman
<input type="checkbox"/> Fisherman
<input type="checkbox"/> Others(please specify) _____ |
| 1.3 Educational level | <input type="checkbox"/> Primary school
<input type="checkbox"/> Secondary school
<input type="checkbox"/> Bachelor Degree
<input type="checkbox"/> Others(please specify) _____ |
| 1.4 Household income/month | <input type="checkbox"/> Less than 5,000 Baht
<input type="checkbox"/> 5001-10,000 Baht
<input type="checkbox"/> More than 10,000 Baht |
| 1.5 Type of vehicles used | <input type="checkbox"/> Car
<input type="checkbox"/> Pickup truck
<input type="checkbox"/> Truck
<input type="checkbox"/> Tractor
<input type="checkbox"/> Boat
<input type="checkbox"/> Others(please specify) _____ |

Part 2: Background Knowledge and Understanding about Community Biodiesel (B100)

Directions: Please read each of the statements below and indicate **whether you gained** background knowledge and understanding about community biodiesel (B100) prior to the use of it.

No.of Statements	gained	not gain
1. The use of B100 in your community helps save the environment, because it is clean and biodegradable fuel.		
2. B100 production in your communities enables you to sell oil crops at reasonable prices.		
3. B100 can be used as a replacement for regular diesel.		
4. B100 low quality may damage your diesel engine.		
5. B100 releases fewer air pollutants than regular diesel does.		
6. The price of B100 in your community is cheaper than that of regular diesel.		
7. Service stations for fueling B100 are available in your community.		
8. The government encourages the use of B100 nationwide.		
9. B100 can be used directly, or can be applicable with minor modification in most low-speed diesel engines.		
10. B100 can be easily used even in low technology environment.		

Part 3: Degree of Users' Satisfaction with Community Biodiesel (B100)

Direction : Please read each of the statements below and indicate your degree of satisfaction with B100 at Mae Klong Samakki Karnkaset Group, Samut Songkram Province as follows :

- 5 = Very satisfied
- 4 = Satisfied
- 3 = Neutral
- 2 = Dissatisfied
- 1 = Very dissatisfied

3.1 Opportunity to Generate Higher Household Income

Degree of Users' Satisfaction with Opportunity to Generate Higher Household Income	5	4	3	2	1
1. You can save more money when using B100 produced in your community..					
2. You can earn more income when B100 is produced in your community.					
3. Your oil crops are boosted,or stabilized when B100 is produced in your community.					
4. More job opportunities are created when B100 is produced in your community.					
5. Your burden of debts has been alleviated when you became a member of Mae klong Samakki Karnkaset Group.					

3.2 The Managing Efficiency of the Core Team at Mae Klong Samakki Karnkaset Group

Degree of Users' Satisfaction with the Managing Efficiency of the Core Team of Mae Klong Samakki Karnkaset Group	5	4	3	2	1
1. The core team is supportive to members of Mae Klong Samakki Group in running the B100 community business.					
2 .The core team educates you how to use B100 properly and makes B100 easy to use.					
3. The core team can make communities to be more energy sufficient.					
4..The core team can manage to establish the convenient community's service stations for B100 and sell it at the reasonable price.					
5. When producing, the core team is able to consistently control B100 quality.					

3.3 Marketing Mix (4 Ps)

Product

Degree of Users'Satisfaction with B100 Product	5	4	3	2	1
1. B100 quality is worth buying.					
2 .B100 is easy to produce and use.					
3. B100 helps save the environment.					

Price

Degree of Users'Satisfaction with B100 Price :	5	4	3	2	1
1 .B100 is reasonably sold at the price of 2 Baht per liter cheaper than regular diesel.					
2. B100 price can be floated depending on the mechanism of regular diesel market price.					
3 .Because of its high quality, B100 should be set at competitive price with regular diesel.					

Place

Degree of Users'Satisfaction with B100 Place	5	4	3	2	1
1 .You can buy B100 in your community service station.					
2 .B100 service station is easily accessible.					
3. B100 supply meets your community demand.					
4. You are confident in using B100 produced by other community groups when out of your community.					

Promotion

Degree of Users'Satisfaction with B100 Promotion	5	4	3	2	1
1 . When using B100, you are regularly provided with relevant information/ instructions by the core team					
2 .B100 is widely used in your community because of regular publicizing.					
3. How do you rate overall B100 promotion ?					

Suggestions :

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- Thank you very much-