

## **ABSTRACT**

Traffic regulations are rules or guidelines launched by the government sector to ensure people use roads in an orderly fashion and to provide safety for both drivers and pedestrians. In Thailand, the number of road injuries and deaths has been rising year by year. It has been reported that male deaths are three times greater than that of females in road deaths. This research was conducted in order to describe differences between men and women in Bangkok especially in terms of their compliance with traffic regulations. Moreover, the study also described the characteristics of men and women who drive on the road. The respondents of the study were 209 men and women whose companies are located in 8 areas of Bangkok, specifically, Rama I Road, Wireless Road, Silom Road, Sathorn Road, Rama III Road, Rama IV Road, Phaholyothin Road, and Bangna Road. The study focused on single men and women aged between 25-45 years old who drive their car to work. The cross-sectional design and quota sampling method was used to conduct the research and select the samples. A questionnaire, the instrument of the study, consisted of closed-ended questions, an open-ended question, and Likert scale. Statistical Package for the Social Science or SPSS program version 12.0 was used to analyze the data, including percentile, frequency, and cross-tabulation. The result from this study indicated that most of the respondents aged between 25-34 years old and 52.6% hold Bachelor's degree. The majority of women had 1-5 year(s) of driving experience while their male counterparts had 6-11 years. There was no statistically significant difference between men and women in their knowledge of traffic regulations and traffic signs. However, the findings revealed that women were better than men when dealing with traffic regulations whereas men were better than women in recognizing the traffic signs. In addition, men violated the speed limit and overtook other cars more often than women with a statistically significant difference,  $p=.004$  and  $.023$ , respectively. Offers of bribes by commuters and double standards of traffic police were the most frequent comments given by the respondents. Moreover, keeping discipline of cars drivers and effective penalties dealing with traffic violators should be seriously taken into the government's consideration as well.