

Thesis title	Knowledge, Understanding, Comments and Gasohol Using Behavior of the owners of personal cars in Bangkok area
Researcher	Miss Phanthipa Supredanuwat
Faculty	Faculty of Journalism and Mass Communication
Advisor	Associate Professor Bamroong Sukphan
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### **Abstract**

The intensive study of "Knowledge, Understanding, Comments and Gasohol Using Behavior of the owners of personal cars in Bangkok area" is aimed to investigate the media exposure towards the campaign news for the using of Gasohol of the owners of personal cars in Bangkok and to examine the knowledge and understanding toward the campaign news as well as to deeply comprehend the Gasohol using behavior of the mentioned sample.

This study is based on a quantitative research which was performed through the method of survey research by employing one-shot study. The targeted sample is the owners of personal cars for 7 passengers which were registered in the 50 districts of Bangkok. Its sampling technique was conducted by using multi-stage sampling to the 407 samples in 12 selected districts of Bangkok including Dusit, Pathumwan, Jatujak, Yanawa, Bangplad, PaseeJareoun, Ladpraw, BangKapi, NongJok, Ladkrabang, Bangkae and Bangbone. The raw data derived from the questionnaires will be analyzed by using the SPSS program which will outline the statistical outputs of t-test, One-way ANOVA, Chi-square and Pearson's Product Moment Correlation Coefficient at the significant level of 0.05.

The results reveal that the sample is included with the group of male at 57.7 percent and female at 42.3 percent with most of them are aged between 25 – 35 year old which is calculated at 44.2 percent. It is also disclosed from the results that the

majority of the sample is officers of private companies and graduated bachelor's degree with the monthly incomes are approximated at 10,000 – 20,000 Baths.

For the study about the campaign news for using Gasohol organized by the Ministry of Energy, it is revealed that most of the sample have primarily exposed to the campaign news by watching televisions followed by listening to the radio. In addition, it is also found that the sample who has been exposed to newspapers, guarantee stickers and exhibition about Gasohol will be gained more understanding about Gasohol than the rest of the sample.

In addition, it is revealed that most of the sample have gained knowledge and understanding about products and benefits of Gasohol at a high level estimated at 84.4 percent and it is also found that the sample who has high understanding about Gasohol will show positive comments toward the campaign news.

For more study about the comments toward the campaign news for using Gasohol, it is found that most of the sample have showed positive comments toward the using of Gasohol with the absolute agreement to the comment of "Using Gasohol will help you save your money" which is clearly conformed with the current situation of high oil prices that is now raised to more than 30 baths per liter. Additionally, it is uncovered that the sample who has showed positive comments toward the campaign news will use Gasohol according to the objectives of the campaign which aim to reduce the user's bias and encourage them to use the new fuel.

Additionally, it is found that the sample who use Gasohol have indicated the reasons of using the new fuel because of requiring to protect environment and helping agriculturists as well as the nation. It is also revealed that 84.7 percent of the sample will continue their using of Gasohol if the price is stable while 64.5 percent of them showed their uncertainty toward the using if the price will be raised in the future.

And for the study of the sample who is not using Gasohol, it is discovered that most of them are still uncertain about its negative effects to their cars' engines and they also believe that the new fuel's performance is inferior when compared to the

conventional benzyl 95/91. Furthermore, it is also found that most of this sample which is calculated at 75 percent has never used Gasohol before.

From the results of this study, it is emphasized that the main reason of using Gasohol is definitely determined by the financial factor. Therefore, if there is no different between the prices of Gasohol and Benzyl fuel, it is believed that most of the sample might change their fuel consumption back to Benzyl as in the past.

In order to boost the confidence of using Gasohol which will be able to create the permanent consumption, it is suggested that the Ministry of Energy, car dealers and other related groups should organize the campaign news for using Gasohol more seriously and continuously as well as provide articulate and all-around information about the new fuel to enhance the people's knowledge, understanding and confidence about Gasohol which will prolong the using behavior to the future.