

# CONTENTS

	<b>PAGE</b>
ENGLISH ABSTRACT	ii
THAI ABSTRACT	iii
ACKNOWLEDGEMENTS	iv
CONTENTS	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF TECHNICAL VOCABULARIES AND ABBREVIATIONS	ix
<b>CHAPTER</b>	
<b>1. INTRODUCTION</b>	<b>1</b>
1.1 Background	1
1.2 Objectives of the Study	7
1.3 Significance of the Study	8
1.4 Scope and Limitation of the Study	8
1.5 Definition of Terms	8
<b>2. LITERATURE REVIEW</b>	<b>10</b>
2.1 Innovation	10
2.2 Diffusion of Innovation	11
2.3 Bass Diffusion Model	13
2.4 Government Policies towards Low Emission Vehicles	16
2.5 Related Research	18
<b>3. RESEARCH METHODOLOGY</b>	<b>20</b>
3.1 Conceptual Framework	20
3.2 Data	21
3.3 Data Analysis	21
3.4 Bass Model	21
3.5 Quadratic Formula	22
<b>4. RESEARCH ANALYSIS</b>	<b>24</b>
4.1 Fundamental Analysis	24
4.2 Bass Model Parameter	33
4.3 Government Policy Suggestion	40
<b>5. CONCLUSION</b>	<b>49</b>
5.1 Summary of the Research	49
5.2 Conclusion	49
5.2 Recommendations for Further Research	51
<b>REFERENCES</b>	<b>52</b>
<b>APPENDIX</b>	<b>55</b>
A. PTT RETAIL OIL PRICE	56
B. TAX INCENTIVES FOR BEV, HEV AND PHEV IN THE EU	58

	<b>PAGE</b>
C. THE NUMBER OF NEW REGISTERED HEVs	62
D. THE NUMBER OF NEW REGISTERED ECO CARS	64
<b>CURRICULUM VITAE</b>	<b>67</b>