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MAYUREE PATTARACHAIYAKUP : THE ADOPTION OF BICYCLING WAY OF LIFE AMONG TOWNSPEOPLE : A CASE STUDY IN NAKORN NAYOK PROVINCE. THESIS ADVISORS : PISIT SUKREEYAPONGSE, M.Sc., THIRAVET PRAMUANRATKARN, Ph.D., PRAKAIKAT SUKHUMALCHART, B.A., M.S. 224 P. ISBN 974-663-273-6

This research studies to study the level of acceptance and factors affecting the use of bicycles in everyday life among townspeople in Nakorn Nayok province, some 200 kilometers northeast of Bangkok. The method employed in the gathering of statistics is through the surveying of 350 parents of sixth grade students. The data was analyzed using covariance and multiple classification statistical techniques.

The majority of respondents are at medium levels regarding their knowledge of traffic problems, and their attitudes towards bicycles. However, they were found to have a significantly high level of acceptance of the usage of bicycles in everyday life. This finding is attributed to relevant factors such as: their educational backgrounds, household monthly incomes, government encouragement of bike lane programs, campaigns on the program and related traffic problems, knowledge about traffic systems, and attitudes towards the use of bicycles.

These results suggest that the Nakorn Nayok provincial office further promote its bike lane project by encouraging people to use bicycles for short distance journeys through media such as television, local radio and newspapers. Bike lanes should be implemented, in order to build a network and then patrolled by police for safety in congested areas. The leadership skills of local headmen would enable them to take the initiative in implanting ideas for using bicycles effectively. Demonstrating the advantages of riding bicycles will result in a more concrete form of adoption and incorporate the usage of bicycles as a part of everyday life for the people of Nakorn Nayok province.