

Thesis Title Factors Relating to The Intention to use
 a Safety Helmet of Motorcycle Operators
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ABSTRACT

The purpose of this research was to study the level of intention of motorcyclists to use safety helmet and to study factors relating to such intention. Related economic factors affecting the possession of the safety helmet was also examined as well as an analysis of cost and effectiveness of its possession.

There were 2 sample groups in this study. The first group was 400 motorcyclists who came to pay the 1991 annual fee for their licence plates at Pitsanuloke Transportation Office during May 3-17, 1991. The research instrument employed with this group was the constructed interview - questionnaires. The second group was 342 patients, with motorcycle accidents, who came for treatment at Emergency Department of Buddhachinnaraj Hospital during May 2 - July 2, 1991. The instrument employed was the questionnaire for motorcycle accident survey. The analytical statistics in this study were frequencies, percentage, and mean.

Stepwise Multiple Regression was used to determine the relationship between the studied factors and the level of intention to use safety helmet while Chi-square was used to study the relationship between the economic factors and the possession of safety helmet. The effectiveness in this dissertation was defined as the number of deaths averted on the condition that safety helmets were used by all motorcyclists.

The result of this study could be summarized as follows :

1. The intention level of motorcyclists to use safety helmets was considerably high .

2. The related factors found to be significant to the intention level to use safety helmets were attitude toward safety helmet use, experiences in using the safety helmet, subjective norm regarding safety helmet use, locus of control, the number of motorcycle accidents undergone, the possession of safety helmet, marital status and the distance of the ride, respectively.

3. The related economic factors found to be significant to the possession of safety helmet were income, price of motorcycle and price of helmet.

4. The motorcyclists who owned safety helmets paid an average of 258.20 baht. Those who had not yet owned one and those who had in possession without paying were willing to pay an average of 268.20 baht. An average price of a safety helmet was therefore 264.30 baht.

5. The cost - effectiveness ratio was 35,909.66 baht per one case of casualty averted, assuming the effectiveness of a helmet in securing life was 40 percent.

Furthermore, it was also found that the probability of death of non - helmeted motorcyclists involved in crashes was at 0.04. If all motorcyclists were required to wear safety helmets, approximately 216 deaths per year might be averted. The benefits accrued for averting one death from motorcycling accident would be 147,015.22 baht at present value. The benefit - cost ratio of this project would thus be 4.09 : 1 .

Recommendations

The Government should enact helmet use law together with promoting positive attitude toward helmet use to decrease motorcyclists mortality rate. The Government must ensure that a standard safety helmet should not cost more than 264 baht to remove financial burden of motorcyclists. The Government should also promote the role of private sector to campaign for the use of safety helmet among motorcyclists.