

Thesis Title Factors Influencing the Willingness to Pay
for Solid Waste Disposal: A Case Study of
Udon Thani Municipality

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ABSTRACT

The purpose of this research is to study the willingness of householders in Udon Thani Municipality to pay for solid waste disposal service and the factors which may influence their willingness. In order to collect data, the researcher has used the interviewing questionnaires by taking altogether 300 samples households located in Udon Thani Municipality. Analysis of variance and multiple classification analysis were used for analyzing the data.

From the study, 59 % of samples in Udon Thani Municipality are willing to pay for solid waste disposal while 15.7 % are not willing to pay and 25.3 % are still uncertain. All householders are

willing to pay for solid waste disposal about 22 baht per month.

The different of participation level was statistically significant at the 0.001 level among sample who had different knowledges relating solid waste disposal, income per month, occupation, the opinion in the officials work, attitude to the sanitary and tidy of country and disposed of solid waste quantities in each day.

The different of participation level was statistically significant at the 0.01 level among sample who had different level, sex and married status.

Furthermore, the group of householder samples who has income more than 10,000 baht per month, the one who has good opinion in the officials work, the one who has obtimistical attitude to the sanitary and tidy of country, the one who has more information perception have more willingness to pay for solid waste disposal fees in Udon Thani Municipality than other groups in same aspects.

Recommendations from the research inbrief

1. Officials related to the solid waste management and mass media should provide promotion and support of the people responsibility in participation of the local sanitary maintenance continuously including the standards, definite measurements and strong proceeding against the offense. In practice, the people should have a share by solid waste recycling in order to decrease solid waste quantities.

2. Udon Thani Municipality should be responsible for the way of service charge for suitable solid waste disposal. There are each fee adjustment for service rate in 10 percent and each of period of time should be 1-5 year(s), accordingly, in monthly charge.