

Onnipa Tawpuchong 2006: Demand Analysis for Gasohol in Thailand. Master of Economics (Business Economics), Major Field: Business Economics, College of Graduate Studies. Thesis Advisor: Associate Professor Banlu Puthigorn, M.S. 161 pages.  
ISBN 974-16-1928-6


The objectives of this study were to study general information of production and marketing of gasohol as well as to study the factors affecting sales volume of gasohol and to forecast its demand trend.

This study was analyzed by using secondary data obtained from the various concerned sources from 2004-2005 and the multiple regression was applied to analyze factors affecting the sales volume.

This study indicated that the government had the strategy and policy to support consumption, production and marketing of gasohol in Thailand which resulted in an increase of gasohol output and sales volume. The significant factors affecting the demand of gasohol at the significant level of 0.01 were the retail price of gasohol, the retail price of NGV, the quantity of car, the quantity of motorcycles and the sales volume of high speed diesel. The estimation of future gasohol demand trend in Thailand indicated that gasohol demand will be increased continuously in the future and the sales volume of gasohol on December of 2006, 2007 and 2008, would be 201.45, 364.48 and 606.43 million liters, respectively. Therefore, the government and various agencies concerned should pay attention to research and development concerning efficiency improvements of production and quantity demand of gasohol.



Student's signature



Thesis Advisor's signature

20, 05, 2006