

Nareerat Theerasatti 2010: Adoption's Process of Solar Energy in the Future of Household in Bangkok Metropolis. Master of Business Administration, Major Field: Business Administration, Interdisciplinary Graduate Program. Thesis Advisor: Mr. Nawin Minakan, Ph.D. 132 pages.

This research was a survey method. The purpose of this research was examine the adoption's process of solar energy by demographic characteristics and the factors related to the acceptance of solar energy of household in Bangkok metropolis. Questionnaires were used as a tool for data collecting. The statistics were applied in data analysis include percentage arithmetic mean and standard deviation. To test the hypothesis, each issue was tested by t-test, One-Way ANOVA and Pearson's product moment correlation coefficients through SPSS.

Research results indicated that household received the information in solar energy at low level and the acceptance of solar energy at high level. The testing of hypothesis indicated that the acceptance of solar energy in the future was found to be significantly varied by age, education, occupations and income. No correlation was found between information exposure and acceptance of solar energy in the future. And the attributes of solar energy were significantly correlated with the acceptance of solar energy in the future with a statistical significance level of 0.05.

My suggestions from this research, firstly, promoting and publicizing should do with consideration concerning characteristics of innovation as well as readiness, constraint and real need of target groups. Moreover, they should do earnestly and continuously. Public relations concerning any innovation should contain accurate information and should cover as many target groups as possible through public communication and staffs working on projects that involve innovation.

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Thesis Advisor's signature

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