

**ABSTRACT**

Research Title : Factors affecting using of natural gas NGV for vehicles in Bangkok

Student’s Name : Mr.Kritsana Butrseethong

Degree : Master of Business Administration

Major : Maeketing Management

ADVISOR : .....

(Asst.Prof.Dr.Surasvadee Rajkulchai)

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This research had the objectives to (1) to study the demographic factors of the natural gas NGV for vehicles in Bangkok (2) to study the factors about the marketing mix of vehicles drivers using natural gas NGV in Bangkok (3) to determine the relationship of factors of demographic factors on the marketing mix of vehicles drivers using natural gas NGV in Bangkok. Sample of this research were used of NGV for 400 users , tool of the research was questionnaire with 5 levels of Likert. The statistics used for data analysis were percentage, mean and standard deviation, statistical hypothesis testing using t-test and F-test analysis using ANOVA (One-Way ANOVA).

The research findings were;

1. Most users were male, between 31-40 years of study in undergraduate education, work as independent contractors The average income of 30,001 baht per month, life of NGV vehicles equipped mostly were between 1-3 years, equipment for NGV gas was mainly brand AC, mileage cars on average per day mostly were between. 101-105 kilometers
2. The marketing mix that influence the decision to install NGV in personal cars for Bangkok , overall was in a high level. Factorwise, marketing promotion is the most important. And product, price, and place were at highly important.

3. Different consumer age and career affected to different marketing on the decision to install NGV gas in the car at level of statistical significance of .05. The consumers who have different gender, education, average income per month affected to different marketing mix that influence the decision to install NGV gas in the car indiffently.