

Independent Study Title Factors Affecting the Attitude Toward Use of Gasohol Fuel
of People in Mueang District, Chiang Mai Province

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ABSTRACT

The purposes of this study were to study the factors affecting the use of gasohol fuel of people in Mueang District, Chiang Mai province. The samples consisted of four hundred car drivers with driving licences. Data were collected through the use of questionnaires, and then, analyzed by using percentage, arithmetic mean, standard deviation, and Chi Square.

The results of the study were as follows :

1. Most of the samples had knowledge and understanding at a medium level of using gasohol fuel. The samples mostly agreed with the use of gasohol fuel. Most of them had a tendency to change their behavior to use gasohol fuel, while 31.50 percent of them have already changed to used gasohol fuel. Conclusively, people in Mueang district, Chiang Mai province had positive attitude toward the use of gasohol fuel.

2. The related factors affecting the samples' attitude toward the use of gasohol fuel, consisted of occupation, and information given by their families and friends. The attitudes were such as knowledge, understanding, feeling, and behaviors.