

## **A comparative study of prospective natural gas for vehicle (NGV) buyers' behavior intention in Thailand**

Nongnuch Likitsuwannakool  
Assumption University

Sirion Chaipoopirutana  
Assumption University

Howard Combs  
San Jose State University

### **ABSTRACT**

This study examines the prospects of how Natural Gas Vehicles (NGV) could gain more popularity, and more consumers, throughout Thailand. A survey of 500 potential consumers, comprising 100 respondents in each of the five separate regions, identified relevant geographic locations, demographic factors and their impact on behavior intention. The results of the study suggest that consumer's behavioral intentions toward NGV are affected by factors pertaining to social influences and NGV attributes. Each group contains several sub-variables and is used in verifying its individual impact on consumer's behavioral intention, while the differences in vehicle factors did not strongly affect the behavior intention.

Keywords: natural gas vehicles, buyer behavior, Thailand