

ABSTRACT

There are rapid changes in renewable energy market, investments, industries, and policies during last couple of years in most developed countries which bring the perception of using these sources of energy into reality. The ‘going green’ concept already reached Asian countries especially developing countries and China is one of the leaders in renewable energy in Asia and the world. Recently Thailand also starts to invest on these sources of energy due to unstable oil & gas market, shortage of electricity in the future, and also global warming issues.

Thai people still can't accept to apply renewable energy into their life as a substitute for traditional sources of energy due to lack of knowledge and awareness, which is a big challenge for the marketers and the government. Therefore this research aims to examine the factors affecting willingness to buy renewable energy of Thai students and staff of English programs from Assumption University of Thailand, Chulalongkorn University, Ramkhamhaeng University, Bangkok University, and Thammasat University who never applied renewable energy into their life.

The paper analyzes the relationship between green marketing, interpersonal influence, self/social value orientation, and eco-friendly with attitudes toward environmentally friendly product. Then test the relationship between attitudes toward renewable energy and perceived product necessity. At the end, to explore the relationship between perceived product necessity and willingness to buy renewable energy. The data were collected from 400 respondents in forms of questionnaire.

Findings and analysis of data proved that there is significant relationship among all the variables. It also showed that there is moderate correlation with slight difference among all variable with which shows the consumers give same level of attention to each variable and it can be a good opportunity for marketers and investors to start paying more attention to this industry due to its bright future and willingness of educated group to make the changes in their energy consumption from traditional to renewable source.