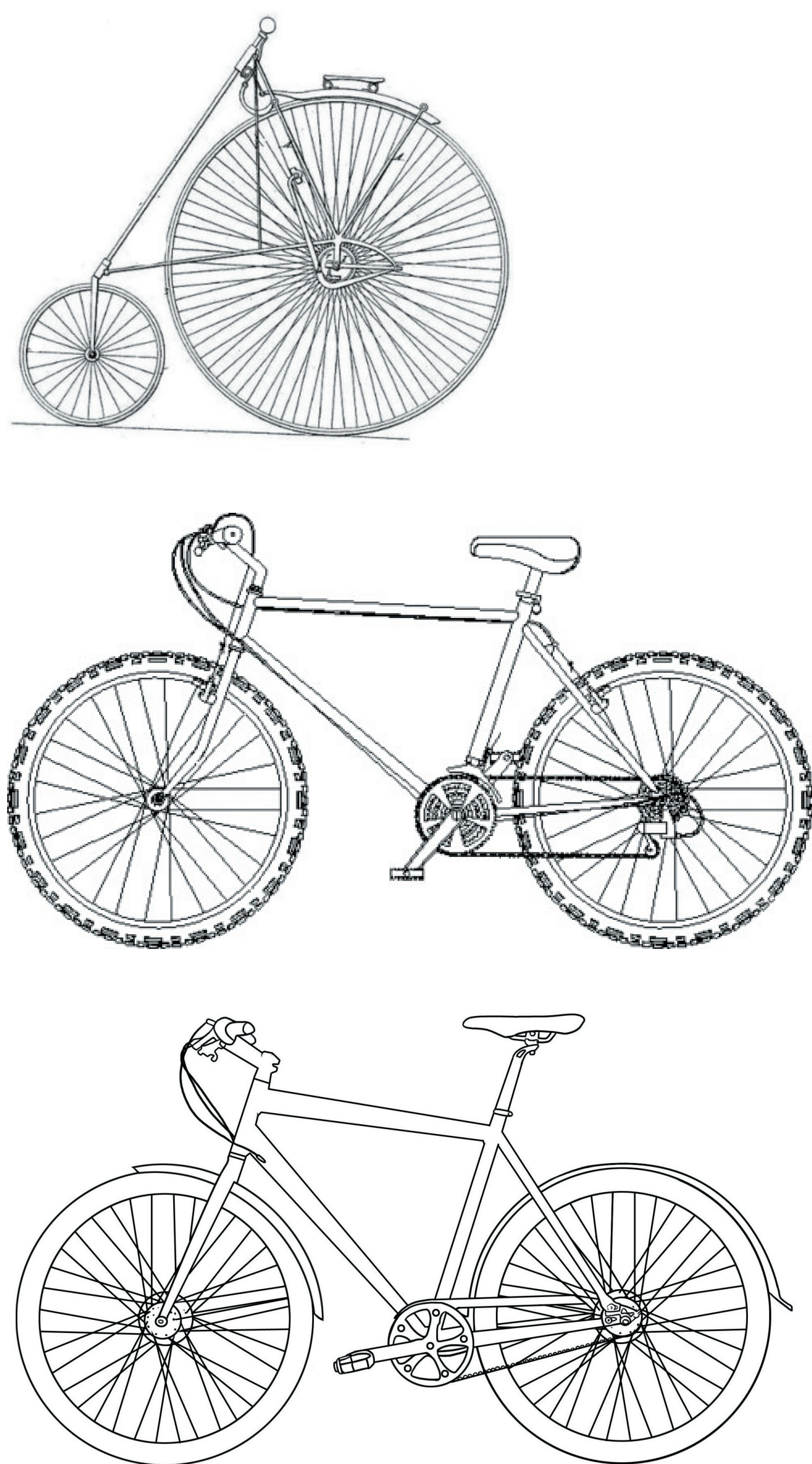


# Factors Affecting the Decision on Bicycle Daily Uses in Thailand for Bike Users\*

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## Background

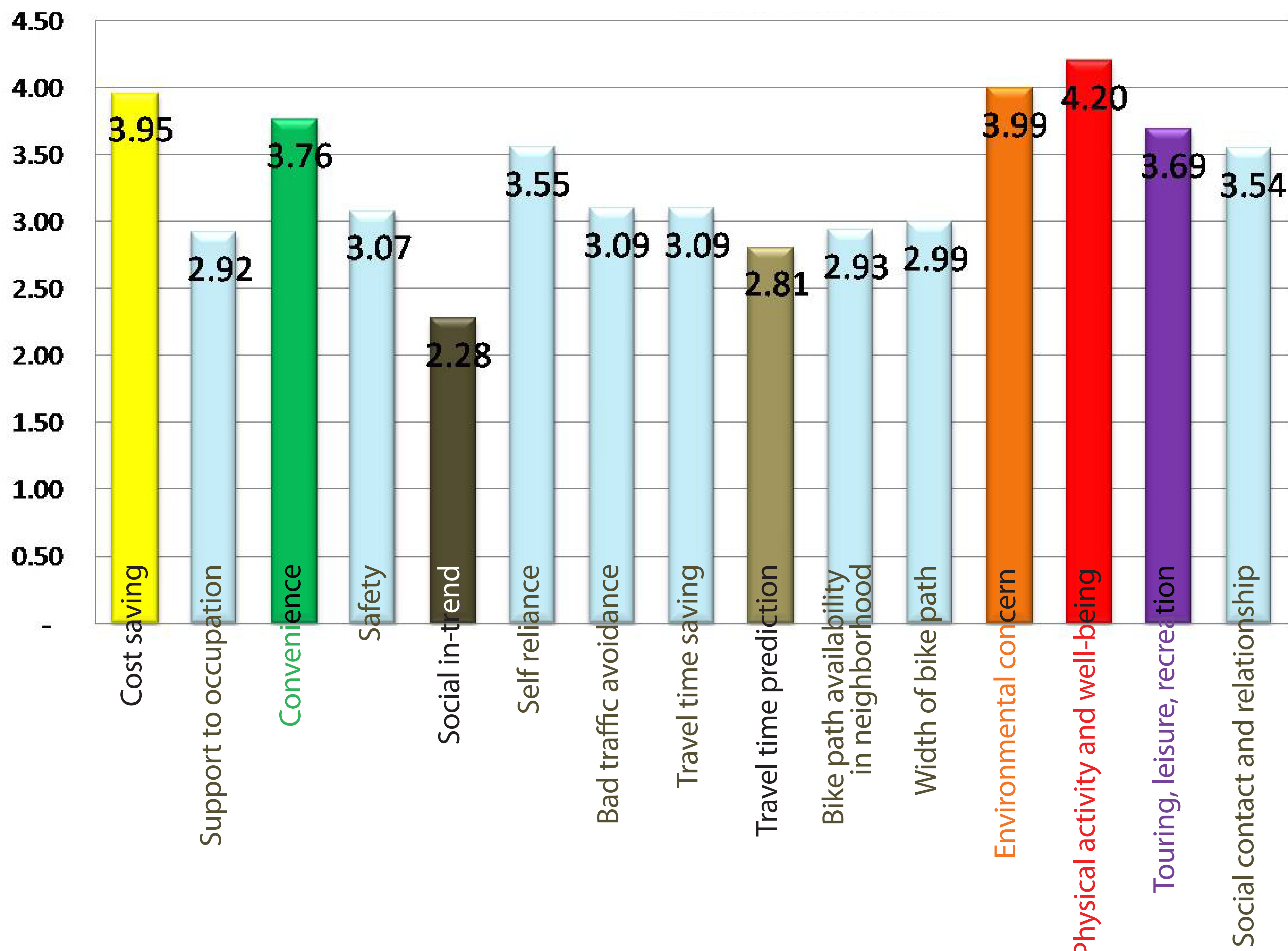
Cycling in Thailand has been in the down trend for the past 50 years and just started gaining public interest some 5 -10 years ago. The interest was however mostly on the recreational and workout activities for serious cyclists whereas the cycling culture for daily activities of local layperson was still not much paid attention to by both central and local authorities, community leaders, press, mass media, nor NGOs. To promote cycling in daily life, making it a social culture, Thailand Cycling Club (TCC) came up with a 'Walking and Cycling in Daily Life Public Policy Advocacy Project' to make such promotion work effective and continuous. This study recommends key factors that would support bike users to increase using bicycle in their daily life

## Findings

It was observed, against our perception, that the score of only about 2.25, out of 5, was apparent for the 'Social In-Trend' factor. This is probably true due to the character of the interviewees who were simple bicycle users, and not serious cyclists. This conclusion was the same among groups of different income, ranging from the very poor to higher-medium class. Other factors gaining high scores of 3.5 - 4.1 were touring, social contact, convenience, environmental concern and well-being opportunity.

## Recommendations

1. Campaign on benefits of cycling on health, environment protection and cost reduction, focusing on concrete economic gains.
2. Encourage places of tourism and places of recreation to provide facilities for bicycle users.
3. The campaign may not need a large budget to hire actors or celebrities as presenter of bike user, it was found that social in-trend have small affecting the decision on bicycle daily uses.



\* In this study, a questionnaire was used to inquire a total sample of 2,024 persons in both urban and rural areas in 9 provinces, including Bangkok, Chon Buri, Chumphon, Khon Kaen, Loei, Nakhon Si Thammarat, Phitsanulok, Trang and Ubon Ratchathani.