

## Factors Affecting Decisions on Bicycle Use for non-Bike Users in Thailand

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Though cycling has gained more public interest in Thailand for the past 5-10 years the emphasis was unfortunately mainly on serious physical exercise and long distance touring, which the majority of the people could not do nor join. Measures to persuade bicycle non-users to become regular users for their daily activities should be developed and encouraged. Factors that can positively influence that kind of transformation were investigated, i.e., 1) family's cycling members, 2) communities cycling member's, 3) cycling celebrities and politicians, 4) more companions and friends, 5) proved cost-saving, 6) future potential worse traffic, 7) good-wide footpath, 8) no obstruction from street hawkers, 9) no parking cars allowed on street, 10) safe and convenient cycle system, 11) hospitality of car drivers, 12) bike buddy for beginners, 13) shady path, 14) no air pollution, 15) physical exercise and fitness, and 16) touring and recreation. It was apparent that the most influencing factor was the fitness possibility (with the score of 4.15 out of max 5). The followed priorities were shady path (3.50), no air pollution (3.40), recreation (3.35) and safe bicycle system (3.1-3.4). The lowest score was surprisingly the cycling celebrities and politicians, which denoted that general public or laypersons who were not keen on serious cycling but potential future bicycle users, were not to be convinced by this kind of PR or campaign approach and the local authority should take note of this unconventional perception.