

Factors Affecting The Decision on Bicycle Daily Uses in Thailand for Bike Users

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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. A study on several (15) factors positively affecting decision on bicycle uses in daily life was investigated through interview of some 2,000 Thai local folks in 9 provinces. The fifteen factors were 1) cost saving, 2) support to occupation, 3) convenience, 4) safety, 5) social in-trend, 6) self reliance, 7) bad traffic avoidance, 8) travel time saving, 9) travel time prediction, 10) bike path availability in neighborhood, 11) width of bike path, 12) environmental concern, 13) physical exercise and fitness, 14) touring, leisure, recreation and 15) social contact and relationship. 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 fitness opportunity.