

# # 4685557029 : MAJOR ECONOMICS

KEY WORD: CHOICE / MODE SWITCHING

CHAYANIT RUNGKAMOL : FACTOR AFFECTING WORK-TRIP MODE  
SWITCHING FROM CAR TO MASS RAPID TRANSIT SYSTEM.  
THESIS ADVISOR : PONGSA PORNCHAIWISISKUL, Ph.D., 160 pp.  
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This thesis has two objectives; to study the characteristics and behaviors of the work-trip travelers in Bangkok by private car and to identify factors that affect work-trip mode switching from private car to mass rapid transit system. The data for this study has been collected from interviewing 446 work-trip travelers in Bangkok in 2005. Binary logit model has been used for the study. The result shows that the travelers who are still using private car give more emphasis on travel time and convenience than on the lower travel cost in mass rapid transit mode. Those travelers who had already switched to mass rapid transit give more emphasis on travel time and travel cost more than on convenience of mass rapid transit mode. The result of the binary logit model show that the statistically significant socio-economic and trip characteristics variables are age, gender, household income, travel cost difference, travel time difference, private car parking fee, distance between residence and the nearest mass rapid transit station. The study also revealed significant interaction between travel time difference and parking fee. In addition, the possibility of work-trip mode switching from car to mass rapid transit is increasing if a traveler is male, older age, has a monthly household income between 60,001-80,000 Baht or more than 100,000 Baht.

Field of study.....Economics..... Student's signature.....  
Academic year .....2005..... Advisor's signature.....