

# Marketing Mix Insights into Biodiesel Consumption Trends: A Case Study of Bangkok, Thailand

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## Article Sidebar



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## Main Article Content

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## Abstract

As global attention increasingly turns toward cleaner and more sustainable energy options, biodiesel has gained traction as a viable alternative to fossil fuels. This study examines how consumers perceive and respond to biodiesel within social marketing in Bangkok, Thailand. The investigation is

grounded in the 4Ps marketing framework—product, price, place, and promotion—the theoretical foundation for analyzing consumer behavior. Data were gathered from 300 participants through accidental sampling using a structured questionnaire. Descriptive statistics and regression analysis were employed to identify key patterns and relationships. The results indicate that consumers in Bangkok are generally well-informed about biodiesel and appreciate its environmental benefits. Significant factors influencing consumption include satisfaction with the product, convenience of distribution channels, and a strong awareness of biodiesel's role in sustainable living. The study also reveals that market segmentation and satisfaction at the product level significantly shape consumer attitudes and decision-making. These findings highlight the importance of strategic, targeted marketing efforts to enhance public engagement with biodiesel. As environmental consciousness rises and government initiatives continue to support renewable energy, biodiesel is well-positioned to play a more significant role in Thailand's sustainable energy transition. This study offers valuable insights for policymakers and marketers seeking to drive adoption through informed, consumer-centered strategies.

## Article Details

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