

Paper review:

Factors affecting the willingness in purchasing electric vehicles in Thailand.

By Thirakhun Wiwatsawatdinont

6004641327

The paper that I have chance to take a review is “Factors affecting the willingness in purchasing electric vehicles in Thailand” from Thirakhun. The topic is interesting since this EV’s trend is become booming in the global trend right now, combining with his objective that try to analyze in the government part as well as consumer purchase decision. The objective of his paper is to discover factors that significantly affect the willingness of people in Thailand to purchase electric vehicles; the research also discovers what persuades and dissuades their decisions and identify the attitude of people in Thailand towards electric vehicles whether in terms of environmental awareness, effectiveness of government policies. He provides elaborate background of EV’s market and previous literature that already study in this topic area. The good things from this are we can see and understand more about his methodology that he trying to explain in the next part. The theoretical that he used to explain is interesting, the good things that there is much research back up in this topic from other country can help increase the rational of the paper and theory. The methodology that he uses is Binary Logistic Regression model, however, in my opinion, the factor about taxation in questionnaire is too hard for those who never know the process of EVs car before, which can cause bias in data. Also, the number of respondents sample size is too small if we look at the perspective of the paper to predict in level of all Thai people and the factors about ‘Occupation’ is not included in the regression model. There are some factors that I think is not relatable to the topic such as the years of keeping the car. Additionally, the factors that should added is the purpose of

buy a car and do they have family or not. In result part, in my opinion, I think he need a more clarified how each variable means in easy-to-read pattern. However, he can analyze his objective well by using the data he collected and interpretation. The recommendation part to government is good additional part, it would be better if he included some case study of policy related to EVs car from other country, Thailand limitation of using EVs, and negative consequence that might happen from EVs car policy. Overall, he works well with the research and theory back up, but if he would add better clarification on result part it will be more helpful for reader to understand.