

AJCHARIYAPORN SRIMUENWAI : ATTITUDES TOWARD ORGANIC PRODUCTS OF CONSUMERS IN LOWER NORTH-EASTERN REGION 1.
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ORGANIC PRODUCTS/ATTITUDES

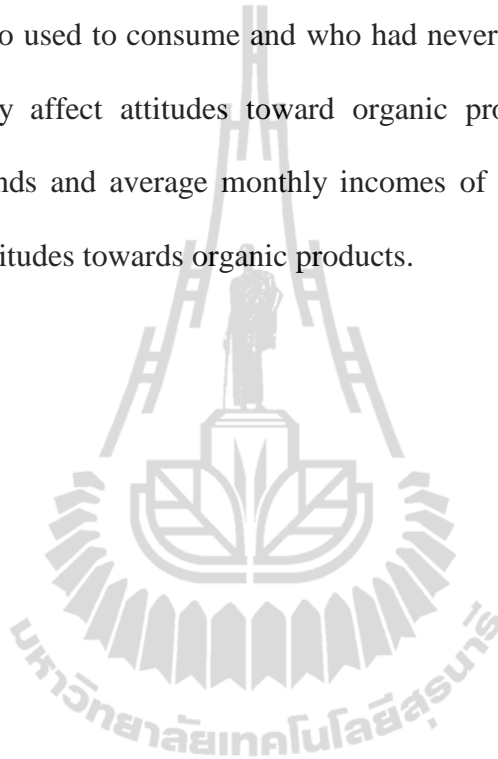
The purposes of this research were to study attitudes toward organic products of consumers in Lower North-eastern Region 1 and to study differences of attitudes and behaviors of these consumers.

Research sample group consisted of 427 consumers who are 20 years old up and knew about organic products. A questionnaire was applied for data collection. Statistics used for data analysis included percentage, mean, standard deviation, independent T-test, and One-way ANOVA.

The results revealed that the most samples were female aged 30-39 years old, graduated with bachelor degrees and got average monthly income of 10,000-20,000 Baht. These samples were divided into two groups i.e. 1) The group of 232 samples who had never consumed organic products since they had no product information but tended to consume in the future, and 2) The group of 195 samples who used to consume the products for their good health. It was found that the two groups had positive attitudes and felt safe when they consumed the products. They also felt that the products were good for their health as there was no pesticide residue. The respondents did not feel any difference between the taste of organic products and that of other products. They had a negative attitude that variety of organic products was limited. Both two groups still had misconception on production and definition of organic vegetable,

chemical-free vegetables, hygienical vegetables and certification of organic product standard. According to the test of attitude differences, it was found that there were no statistical significant differences between the two groups.

The results of hypothesis test at 0.05 indicated that different genders and ages of consumers, both who used to consume and who had never consumed organic products, did not significantly affect attitudes toward organic products. However, different education backgrounds and average monthly incomes of the two groups significantly affected different attitudes towards organic products.



School of Management Technology

Student's Signature_____

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