





**ABSTRACT**

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CONSUMER'S BEHAVIOR OF ENVIRONMENTAL PROTECTION PRODUCTS  
IN CHIANGMAI MUNICIPALITY

By

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This research was conducted to find out 1) personal background of environmental protection product consumers in Chiangmai municipality as well as their consumption behavior; 2) relationship between personal factors and their consumption behavior; 3) their attitudes towards marketing mix of such products; 4) relationship between personal factors and attitudes towards marketing mix; and 5) their problems of environmental protection products consumption

The data were randomly collected from 400 people consuming environmental protection products consumers in Chiangmai municipality.

The findings revealed that the majority of the consumers were female, married and 16-30 years old. Most of them had a Bachelor's level of education or higher, were private companies' employees, with an income 9,001-12,000 baht per month and stayed with parents or in their own houses.

Environmental protection products in the study were of 3 types: those minimizing sewage (non-phosphate detergents and dish-cleaning solutions), those minimizing garbage (refill and recycle products) and chemical-free foods and vegetables. Most of the respondents were found

to consume chemical-free vegetables most, without interest in brand names, bought them from a supermarket or a department store, at 101-200 baht at a time, 1-3 times a month. They made their own decision in buying the products due to environmental protection qualities as well as their own desire to be in good health.

In terms of attitudes towards marketing mix , the respondents indicated that factors of product , price , place i.e. reliability of stores , varieties of products and location of stores □ and promotion i.e. advertisements and sales promotion , highly influenced their purchasing □ decision.

The respondents □ problems were unawareness of environmental protection signs and symbols, limited types of products available, high prices of products and insufficient sales promotion. They recommended product-quality control by relevant agencies, reasonable prices, availability of environmental protection products in stores with wide varieties of goods, and continuous public relations to stimulate consumers □ desires of the products.

The hypothesis test on correlation between personal factors and consuming behavior indicated that age , income , career and education were correlated with the type stores , value of each purchase , purchasing frequency and the person influencing purchasing-decision. Gender was correlated with value of each purchase; purchasing frequency and the person influencing purchasing-decision.

The hypothesis test on correlation between personal factors and attitudes towards marketing mix showed that age and education were correlated with levels of attitudes towards price and place; age and income , attitudes towards product, price, place and promotion; and career, attitudes towards product , place and promotion.