

ABSTRACT

Abstract of special problem submitted to the Graduate School Project of Maejo University in partial fulfillment of the requirements for the degree of Master of Business Administration in Business Administration

FACTORS AFFECTING PERCEPTION AND DEMAND FOR NATURAL PRODUCTS OF PEOPLE IN MUANG DISTRICT, CHIANG MAI PROVINCE

By

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The objectives of this research were to study 1.) consumer's level of perception for natural products of people in Muang District, Chiang Mai province and 2.) factors affecting demand for natural products of people in Muang District, Chiang Mai province. Data were collected by using questionnaires with 400 samples, randomized by accidental samplings of people living in Muang District, Chiang Mai province and analyzed with the use of the Statistical Package for the Social Science (SPSS for Windows).

The results of the research found that most of the consumers were female and between 21 - 36 years old, single, were employees in private companies, had a bachelor's degree and had income between 5,000 - 10,000 baht per month. Most of them were acquainted to use natural products.

The results of the level of consumer perception for natural products showed that the mean of perception for natural products was at a moderate level for cosmetics. Skin care products have perception at a high level. Skin cleansing products

have perception at moderate level. The method of perception for natural products from advertising media by themselves was at a high level.

The research found that the concioused mind factors (supporting to use products that are domestic produce) and the benefit of using the products affected the greater demand for natural products and it indicated that the consumers were supporting and be encouraged to use natural products to substitute those imported from abroad that were more expensive than domestic products.

The results of this research can be used to adjust the marketing strategy in many ways such as : adding more chance in sale, sale promotion and putting more emphasis on advertising and communication with the consumers.