ABSTRACT

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THE CONSUMER PERCEPTION OF ENVIRONMENTAL PROTECTION PRODUCTS IN CHIANGMAI MUNICIPALITY

By

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The objectives of this research were to study 1.) consumers' level of perception of environmental protection products in Chiangmai municipality, and 2.) their level of perception of problems concerning environmental protection products in Chiangmai municipality. The data was gathered by means of 5 – rating scaled questionnaires from 200 samples of people living in Chiangmai municipality and analyzed with the use of the Statistical Package for the Social Sciences (SPSS for Windows).

The results showed that male and female respondents were similar in number. Most of them were below 20, single, had a bachelor's degree, were employees in private companies and had income below 5,000 baht per month. Most of the respondents considered garbage the most important environmental problem in Chiangmai as well as the one with which they were faced.
The study on the level of consumer perception of the environmental products in Chiangmai municipality in each stage of perception revealed the following:

At the stage of selective exposure, most of the respondents learned of environmental protection products at a high level. They were informed of environmental protection products from advertising media by themselves at a high level and through television at a very high level. Advertising, the publicizing and public relations were important marketing promotional tools for their perception.

At the stage of selective attention the respondents were found to be interested in all message contents at a high level.

At the stage of selective comprehension the respondents were found to have a high level of comprehension in the message contents of advertisements and public relations. Their understanding of environmental product manufacturers as being responsible for environmental saving was at a moderate level.

At the stage of selective retention the respondents had a high level of remembering the messages but their remembrance of the messages presenting manufacturers as being responsible for environmental saving was at a moderate level.

The problems concerning environmental protection products which the respondents had a high level of perception were:

Products: The quality of environmental protection products did not satisfy the demands of consumers and the products could not save environments. The respondents lacked knowledge of the signs or symbols of environmental protection products.

Price: Prices of environmental protection products were high.

Place: There were not enough places to buy the products.

Promotion: Campaigns to encourage consumers to solve environmental problems by using the environmental protection products were unsuccessful and the protection product advertising was not widespread.