ABSTRACT

The purpose of this research is to study the relationship between influence factors (attitude towards buying organic food, health consciousness, environmental attitude, subjective norms, ecological affect, perception of availability, perceived value) and organic food purchase behavior of Thai consumers in Bangkok, Thailand. The researcher collects that data from 400 respondents who had an experience purchasing organic food from Lemon Farm shop by using the questionnaire survey method. The questionnaires were distributed to customers at four branches of Lemon Farm in Bangkok area. All of data were analyzed and summarized by applying the Statistical Package for Social Science (SPSS). Pearson Correlation Coefficient was the statistical tool adopted for interpreting and analyzing the significant relationship between each independent variable and dependent variable. Probability sampling (simple random) and Non-probability sampling (quota and convenience) were the sampling techniques that applied for this study.

The results of this study indicate that all independent variables (attitude towards buying organic food, health consciousness, environmental attitude, subjective norms, ecological affect, perception of availability, perceived value) have a significant relationship with dependent variable (organic food purchase behavior). Firstly, the strongest significant relationship was found between health consciousness and organic food purchase behavior (0.618). Secondly, there was a significant relationship between environmental attitude and purchase behavior (0.590). Thirdly, there was a significant relationship between ecological affect and purchase behavior (0.538). In addition, a relationship between attitude toward buying and purchase behavior was found (0.474), followed by a positive correlation between perceive value and purchase behavior (0.412), positive correlation between subjective norm and purchase behavior (0.258), and the lowest significant relationship between perception of availability and purchase behavior (0.217) were found.

From the finding of this research, it is useful for food manufacturers and organic food marketers in order to have a better understanding about Thai consumers’ organic food purchase behavior and make them can set up suitable marketing strategies to attract more customers and extend their market size for the growing of organic food demand in the near future.