

ABSTRACT

The striking awareness of organic product purchase behavior has noticeably increased throughout the world. However, little is known about consumers' purchase behavior of organic products in developing countries such as Thailand. Few studies had been empirically investigated the relative importance of purchase behavior. The main purpose of the research is to examine the phenomena and to provide the empirical evidence of organic products purchase behavior in developing country, namely Thailand. Fishbein and Ajzen's Theory of Planned Behavior (TPB) is employed as the theoretical background.

A self-administered questionnaire was developed and distributed to Thai consumers who purchased organic products in the last three months in Bangkok metropolitan. Six hundred thirty seven completed questionnaires were analyzed by using factor analysis in SPSS and Structure Equation Modeling (SEM). The findings extended the TPB model in organic product purchase behavior in developing countries. It was also empirically investigated the relationship between its antecedents and purchase behavior mediating by purchase intention simultaneously. Market segmentation of organic products was identified by higher-lower income and heavy-light consumers. Price and taste were also the common determinants of purchase intention consistently with other studies in many contexts.

The empirical results confirmed that attitudes and perceived behavioral control components had impacts on organic products purchase behavior mediating by purchase intention in Thailand. Specifically, four of the determinants of environment consciousness, appearance consciousness, perceived affordability, and perceived availability were the significant factors of organic product purchase behavior in Thailand mediating by purchase intention. For organic practitioners, marketing strategy was developed based on the findings that the differential advantage was for product strategy, the value-based pricing was for price strategy, the special event and price deals for promotion strategy, and hypermarket and department for distribution strategy.