

Nudchanard Sutthirak 2018: Consumer Behavior and Factors Affecting Decision to Purchase Organic Shrimp in Bangkok. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Kulapa Kuldilok, Ph.D. 94 pages.

Recently, domestic and foreign consumers have been paying more attention on health and environment issues when they purchase food. There have concerned about residue of antibiotics in shrimp products from the intensive use of drugs and chemicals to prevent or treat shrimp disease, which can cause a negative health on consumers and producers. However, awareness of shrimp organic consumption is still less.

The objective of this study was to analyze consumer behaviors and factors affect purchasing decision of organic shrimp in Bangkok. The findings indicated that the main reason to choose organic shrimp products is free of chemicals on shrimp. On the other hand, consumer do not buy organic shrimp because of lack of knowledge on organic products and the distrust on chemical-free.

Results of factors influencing purchase decisions showed that the consumer concern on food safety, high price, and organic certification.

Recommedations should present via television channels and social media regarding how farm organize for pure organic and how organic shrimps transfer to the market. Furthermore, organic shrimps must be certified by the government for customer confidence in product.

Student's signature

Independent Study
Advisor's signature

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