

Aurkam Charoensawang 2018: Consumer Behavior of the Consumers' Decision to Purchase the Organic Vegetables in Bangkok Metropolis. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Mr. Decharut Sukkumnoed, Ph.D. 73 pages.

The purpose of this research is to categorize organic vegetable consumers and study on purchasing behavior of consumers in Bangkok. The survey is conducted during January, 2018 to March 2018 with 400 candidates. Datas were clustered by K-Mean method. Statistical and cross-tab relations are used in this analysis (frequency, percentage, average, .etc) as tools.

This research contains 3 groups. First, consumers who never buy organic vegetables, Second, consumers who used to buy organic vegetables. Last, consumers who always buy organic vegetables. The result shows most of in every each groups are women, single, bachelors degree graduated. The marketing mix factors show that candidates most prioritize on price while medium prioritize on product, place and promotion.

Data were process by K-Mean cluster and using SPSS with 4 sections of marketing factors, product factor, price factor, store factor, and marketing promotion for analysis. Then, the result divided organic vegetable consumers' perspectives into 4 groups as follows: 1.Quality focused 2.Service focused 3.Product design focused 4.Conveniently buying.

Student's Signature

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Independent Study Advisor's signature