

Rawiwan Hahong 2019: Organic Rice Buying Behavior of Consumers in Bangkok Classified by Distribution Channel Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent study Advisor: Associate Professor Sanit Kao-ian, M.S. 100 pages

The purpose of this study is to: 1) study organic rice buying behavior of consumers in Bangkok classified by distribution channels 2) to study the differences in consumer behavior in each distribution channel. The samples used in the study were 400 consumers who knew organic rice by collecting questionnaires. During April 2019, the statistics used in data analysis were frequency, percentage, mean, standard deviation.

The results showed that those who knew organic rice had 2 groups: those who had never bought organic rice, 127 people. The reason that was never bought because there was no information about the product which tended to be consumed in the future. The group that used to buy 273 organic rice, the study group divided the 4 samples according to the type of distribution channels, namely the membership system market. Market channels, general markets, flea markets and other channels that buyers of organic rice via the internet. Each organic rice buyer has different purchasing behavior. In particular, the difference in the reason for buying between buyers through the member market is that they want to help farmers. Buyers group through niche market, justifying the reason that the product meets the quality requirements. The buyer group through the general market reasoned that it is easy to buy. Buyers group through the flea market reasoning that the price is not expensive. The group of buyers via the internet argues that it is easy to find, including helping farmers and products that meet the quality requirements. In terms of marketing ingredients, it is a part that affects the decision to buy organic rice as well. Which the group of organic rice buyers through all 5 channels will give priority to price first, which all 5 channels have knowledge and understanding about organic rice and health care at a high level. Therefore, entrepreneurs should emphasize the benefits of organic rice and select good products at affordable prices in order to accommodate the sensitivity of the buyer price.

_____/_____/_____
Student's signature Independent Study advisor's signature

