

Kularb Kimsri 2014: Causal Factors Influencing Purchase Intention of Sustainable Food Products. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Assistant Professor Phiphat Nonthanathorn, Ph D. 112 pages

This research aims 1) to study on casual factors influencing purchase intention of sustainable food products; 2) to study on casual factors influencing attitude affecting to purchase intention of sustainable food products, socially consciousness and perception about product attribute; and 3) to study on both direct and indirect influences as well as those in common of factors being studied with the affect to dependent variables The samples used in the study are 400 students from three green universities. The research instrument is Likert scale 7 point rating scale questionnaires.

The result of capability of structural equation model invented by the researcher is met with the empirical data proven by the AMOS 18. It found that Chi square/Degree of Freedom ratio (χ^2/df) is equal to 2.218, Goodness of Fit Index (GFI) is equal to 0.914; Adjusted Goodness of Fit Index (AGFI) is equal to 0.884; Incremental Fit Index (IFI) is equal to 0.944; Tucker Lewis Index (TLI) is equal to 0.931; Comparative Fit Index (CFI) is equal to 0.944; and Root Mean Square Error of Approximate (RMSEA) is equal to 0.055. The structural formula showed the confidence index for forecast that was equivalent to 62-69%. The research found that the factors influencing purchase intention of sustainable food are environmental consciousness, followed by attitudes toward food sustainability. Moreover, the research found that there were influences between three variables which are such as 1) socially consciousness influence that has direct influence to product attribute perception, 2) environmental consciousness that has direct influence to socially consciousness, and 3) socially consciousness influence that has direct influence to attitudes toward food sustainability.

Student's signature

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