

Boossarin Inneam 2012: Factors Affecting Buying Behavior for Green Label Products of People in Bangkok: A Case Study of Roof Tiles. Master of Economics (Business Economics),
Major Field: Business Economics, Department of Economics. Thesis Advisor:
Mr. Sanha Hamavanich, Ph.D. 125 pages.

This research aims to study the behavior of Bangkok citizens on purchasing the Green Label products in the case of roof tiles which analyzes the relationship between the roof tiles and individual factors, and the importance of the marketing mix by individual factors. The primary data in this research is collected by 400 questionnaires from people who want to build annex or repair their homes. The descriptive statistic F-test chi-square test and regression analysis are used to analyze the data.

The result of the study is that 82 percent of the sample is interested in purchasing the roof tiles with green label. The most influential market mix is the standard certificate from Thai industrial standards institute. Moreover, there is 67 percent of the sample who has used the roof tiles with green label. The main customers are the government officers and businessmen, respectively. It is because both of them focus on the product quality as well. In case of the relationship between purchasing behavior and individual factors, the brand associates with occupation; the reasons of the choosing a brand correlates with income; the objective of purchasing relates to status and occupation; the frequency of purchasing connects with gender occupation and income; the average amount of spending on roof tiles associates with gender age and education. The most important market factor is product, and the level of significant market factors is differently according to gender occupation education and income of customers.

The suggestion from this study is that the roof tiles entrepreneurs, especially those who sell green labeled-roof tiles, should add more advertisement to show the quality and reliability of the product compared to other types of tiles. Also, they should have the expert of the product and the product warranty. Furthermore, the development of product is also important to obtain a better product quality.

Student's signature

Thesis Advisor's signature