

Onuma Thongmoonton 2009: Consumer Behavior on Informational Communication of Organic Vegetable Packaging. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics.
Thesis Advisor: Assistant Professor Boonjit Titapiwatanakun, Ph.D. 152 pages.

The objectives of this study were to study the consumers' perception and response, the confusion and the trust, on the information of organic vegetable packaging and to analyze the relation between the consumers' response on the personal factors and the information of organic vegetable packaging.

The results of the consumers' perception revealed that most of consumers could not differentiate between organic vegetables and other chemical – free products and also had a little knowledge about the certified standard logo in the organic sector. The results also indicated that the information of organic vegetable packaging, organic vegetables' names and the certified standard logo, could cause the confusion in medium level. In spite of trusting the certified standard logo in high level, the consumers trusted the usage of brand as standard logo and the claims on packaging only in medium level.

The results of the testing hypothesis using chi – square test at the 95% level of confidence found that the confusion and the distrust would be decreased when consumer had more perceptions and purchasing experiences. To avoid the confusion and the distrust, the producer should give the useful and clear information on the organic vegetable packaging. In addition, all the stakeholders in the organic sectors should accelerate promoting public relations and providing more information about organic vegetable to the consumers by using the varieties of media that response the consumers' preference in each target group.

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