

Sararin Simsirirat 2010: Consumer Behavior to Select Product's Packaging for Environment Conservation : A Case Study of Parents of Kasetsart University Laboratory School Center for Educational Research and Development Student. Master of Science (Environmental Science), Major Field: Environmental Science, College of Environment. Thesis Advisor: Mrs. Dusadee Charoensuk, Ph.D. 117 pages.

The objectives of this research were to study factors relating to consumer behavior in natural material package product selection. The data were collected by using 357 sets of questionnaires which were distributed to parents of Prathom 4 students for 119 sets, Prathom 5 for 119 sets and Prathom 6 for 119 sets. The research result could be divided into 2 groups: consumers who choosed the natural material package product for 320 sets and consumers who did not choose the natural material package product for 37 sets. This research focused and presented only on consumers who choosed the natural material package product therefore the number of sample group is 320 peoples. The statistic analyses used in this study were percentage, average, standard deviation, chi-square test and Pearson's moment correlation coefficient test.

The results showed that the sample group had knowledge and awareness for environment in both aspects which are global-warming and garbage problem accounting the percentage of 4.44 in total from full score of 5. The level of knowledge and awareness for garbage problem was slightly higher than that of global-warming. For factors that related to behavior in natural material package product selection was media, the most effective media was television 51.1% and their own decision to choose natural material package product 81.3% The most important reason for choosing the product' packaging for environment conservation was good for health and environment percentage of 55.0

Hypothesis test result 1.) Denial of the hypothesis that the population factors including sex, age, education level, occupation, income and numbers of family member is related to consumer behavior in natural material package product selection. 2.) Acceptance of the hypothesis that knowledge and awareness for environmental problem are related to consumer behavior in natural material package product selection significantly at 0.05. 3.) Denial of the hypothesis that the factors relating to product package selection which are inner factors (attitude and value) and external factors which are media, friend/family, social level are related to consumer behavior in natural material package product selection.

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Student's signature

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Thesis Advisor's signature