

Panarat Paimake 2010: Organic Development Strategies on Consumers' Awareness
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Agricultural and Resource Economics. Thesis Advisor: Assistant Professor
Prapinwadee Sirisupluxana, Ph.D. 220 pages.

The objectives of this study were to analyze organic development strategies 2006-2009 and organic development strategies 2008-2011 and to analyze the consumers' awareness on organic product including the decision of consumer on organic product buying.

The result of the analysis of organic development strategies 2006-2009 and organic development strategies 2008-2011 obtained by logical framework method founded that organic development strategies 2006-2009 accomplished according to the targets and exceed the targets. The analysis of two development strategies plan founded that all 5 strategies of organic development strategies 2006-2009 were assigned and annexed to the 4 strategies of the organic development strategies 2008-2011 and some activities have been continued. The important differences between the two strategy plans are the administration structure of subcommittee under MOAC was chaired by the Minister of Agriculture and Co-operatives; key responsible ministries have been expanded; concerned agencies have been enlarged for more involvement and co-operation among agencies; and the subcommittee was set up for increasing application and new innovation of organic agriculture.

The result of consumers' awareness on organic product ranked by Likert scale founded more than 50 per cent of interviewed consumers had medium to the highest levels of awareness on all organic policy, production, and marketing. However, only 43.50 per cent of the respondents' awareness on standard and certification were indicated at the level of medium to the highest level.

Result of the decision of consumer on organic rice buying by the prohibit model founded the ages, income per month, patient or patient family, knowledge of production and knowledge of market were positive factors inducing consumer to purchase more organic rice. As a result, policy maker should launch more campaigns on production, marketing, standard and certification of organic rice, especially to focus on consumer groups that are high income, senior citizen, patient and patient family.

Student's signature

Thesis Advisor's signature