

Kris Supinacharoen 2013: Relationship among Factors Influencing Decision to Purchase Organic Rice. Master of Arts (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant. Professor. Visit Limsombunchai, Ph.D. 99 pages.

The objectives of the study were to investigate consumer behavior on organic rice consumption and to study direct and indirect factors affecting the organic rice purchasing decision of consumers in Bangkok Metropolis. Data were collected from 400 consumers during January 2013 by using questionnaires. The statistics used in the analysis were percentage, mean, standard deviation, skewness and kurtosis. The structural equation model was employed. The model consisted of two sub-models; the measured scale model and the related structural model from the primary data.

The study found that the samples were female than male. Most of them ranged in age from 28 to 37 years old, completed a bachelor's degree, married and had children. The major occupation was private employees with monthly income level about 30,001-40,000 baht. Most of the samples knew about organic rice, but never bought. For the group of samples who knew and used to buy organic rice, mostly bought organic rice less than once a month and bought it for a period of 4-6 years. The samples mainly got the information about organic rice via internet and trusted the organic products selling in the organic trade exhibition. For the price of organic rice, the samples were willing to pay about 20 percent higher than normal rice price, and mostly the samples made the decision to buy organic rice by themselves. The major reason for not buying organic rice was hardly find the organic shop.

The analysis results on relationship among factors influencing decision to purchase organic rice indicated that quality of life and product quality were direct factors which positively affected the decision to purchase organic rice, where quality of life was the most powerful factor. Moreover, it was found that quality of life and product quality were direct factors which positively affected the service quality, where product quality was the most powerful factor. In addition, quality of life was an indirect factor which positively affected the decision to purchase organic rice. Therefore, the results argued that the organic rice buyer pays more attention on quality of life and also looks at the quality products in the same time.

The findings from this study suggest that, to stimulate customer purchasing, the producer should implement marketing strategies focusing on health with regarding to organic rice consumption. In addition, the government should encourage consumers to have a better quality of life, such as promoting a healthy organic rice projects in hospitals to encourage consumers who use the services come to get the health benefits.

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Thesis Advisor's signature