

Aomdown Philada 2014: Attitude and Factors Influencing Decision Making For Purchasing Pesticide Residue Free Vegetable in Mancha Khiri District Khon Kaen Province. Master of Business Administration, Major Field: Business Administration, Faculty of Business Administration. Thesis Advisor: Associate Professor Saroj O’Pitagchewin, D.P.A. 143 pages.

The main purposes of this study are to study the socio-economic conditions of the consumer groups about purchase making decision and consumption behavior of pesticide residue free vegetable. To study the attitudes of the consumers towards pesticide residue free vegetable. To study marketing mix which influencing decision making for purchasing pesticide residue free. To determine the target consumers specify the nature of the group and develop a marketing strategy for the pesticide residue free vegetable. To study the problems and suggestions on the consumption of pesticide residue free vegetable and the results would be database for developing marketing strategy to meet consumers the most satisfaction. This study is quantitative research. Study using survey data collected from a questionnaire of samples in Mancha Khiri district Khon Kaen province total of 400 sets of data were analyzed using frequency, percentage, mean, standard deviation, test, Adjusted  $R^2$  Paired Sample  $t$ -test, LSD and Pearson correlation at significance level 0.05.

The study results indicated that the majority of the consumers were female, age between 20–29 years old, educated in diploma, single, self-employed, monthly income 10,000–19,999 Baht, from households and from households with 3-4 members in the family. The results showed that the majority of consumer attitudes towards choosing pesticide residue free vegetables at a good level including cognitive component, effective component and behavioral component and emphasis on the marketing mix factors at good levels as well. The result of hypothesis test showed that the difference of the socio-economic conditions of the consumer effected differently emphasis on the marketing mix factors. The difference of the socio-economic conditions of the consumer effected differently toward the consumers attitude and the marketing mix are related to the attitudes of the consumers towards pesticide residue free vegetable

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