

Tewika Niyomwong 2014: The Factor Analysis of Green Behaviors of Thai Consumers. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Decharat Sukkumnoed, Ph.D. 94 pages.

The objective of this study was to analyze the factor of Green Behaviors of Thai Consumers and the difference of Green Behavior consumer in Thailand. Creating 2500 copies of the survey question and using Factor Analysis technique for analyze the factor of Green Behavior of Thai Consumer and then using Cluster Analysis for clustering consumers into groups

The research showed that the consumer is behavior can be divided into 7 groups: 1) Shop wisely 2) Help wisely 3) Eat wisely 4) Use wisely 5) Persuade wisely 6) Drive wisely 7) Move wisely. Thai Consumers group can be also divided from the consumer behavior into 5 groups: 1) Eat carefully 2) Helping around 3) Nature Lover 4) Shop Wiser 5) Use beneficially. According to the results of research, survey questions of Green Behavior group has decreased from 30 to 16 questions. The surveyor choose a number of question which can reduce time to answer the question, but still include all green consumer behaviors. The 5 consumer groups obviously indicate that the different behaviors of each consumer group. Therefore, awareness raising campaign can be developed to fit with each consumer group more effectively.

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Thesis Advisor's signature