

Nattaya Wongsavat 2014: An Analysis of Factors Influencing on Thai Green Consumer Behaviors. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Thesis Advisor: MS. Kulapa Kuldilok, Ph.D. 103 pages.

Nowadays people have increasingly concerned about environment. Green customer behaviour is an important part to support green product developments. This study aimed to investigate factors affecting consumers' green behavior. The data were collected by using 2,500 questionnaires distributed to 15 important provinces in Thailand. A sampling method was utilized to select the studied province and logit model was applied for data analysis.

According to the analysis of logit model, the results found that there were several factors affecting an increased green behaviour of the consumers including attitudes, general knowledge on environment, label and standard, and motivation toward environmental conservation/global warming solutions with a statistical significance. Besides, a comparison between generation M, X, Y and B was conducted to consider generation and occupation factors. When the generation factor turned negative, it showed that the generation B was more likely to follow the green behavior than the generation M, X, Y. Regarding the occupation factor, different professions were compared such as business owner, private employee, government employee/public enterprise employee, student/undergraduate. When the occupation factor turned negative, it demonstrated that the student/undergraduate was more likely to follow the green behavior than the business owner, private employee, and government employee/public enterprise employee with the statistical significance.

This paper also provided some suggestions for entrepreneurs to apply the research findings to marketing plan which would be useful for decision making on production and improvement of green products or services. Furthermore, newcomers in the green market could utilize these factors to analyze the market of their own products or services.

---

Student's signature

---

Thesis Advisor's signature