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KRISSANA PETCHAROEN: GUIDELINES ON PARTICIPATION OF PEOPLE IN BANGKOK FOR GREEN LABEL PRODUCTS CONSUMPTION. THESIS ADVISORS: SANCHAI SUTIPANWIHAN, M.Sc. SIAM ARUNSRIMORAKOD, M.Sc. PRIMA WANGWONGWOROTE, B.Sc. 159 p. ISBN 974-664-046-

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The purpose of this research was to study the levels and factors affecting the participation and expected participation in the consumption of green label products by Bangkokians. Problems and obstacles involved in buying and using these products lead to activities and guidelines for participating and enhancing consumption of them. The sample group of the study consisted of 400 households in the Bangkok Metropolis. In this research, interview schedules were used as a tool for data collection. The findings of this study were obtained by using SPSS/PC<sup>+</sup> software for calculating percentage, mean, standard deviation, analysis of variance (ANOVA) and multiple classification analysis (MCA). The results of this research can be summarized as follows:

Results of the study on participation in a given set of activities related to green label products consumption found that the majority of respondents had low level participation in all four activities. As for the levels of expected participation in a given set of activities, it was found that the majority of responses had a high level expected participation in all four activities.

The analysis of variance revealed that age and level of education were factors which had an influence on peoples' participation in all four activities to green label products consumption; the statistical significance was at 0.01 level. As for sex, occupation, income, experience on green products and knowledge did not show a statistical significance relationships. The results of multiple classification analysis showed that the sample group consisting of those who are 34-42 years old and have finished a diploma had a high level of participation in all activities.

The expected participation of respondents revealed that age, level of education, experience with green products were factors which had an influence on the levels of expected participation in activities; the statistical significance was at 0.05 level. Knowledge of green labels products was a factor which had an influence on the levels of expected participation in all activities; the statistical significance was at 0.05 level. The results of multiple classification analysis showed that the sample group consisting of those who were 34-42 years old, having finished a Bachelor Degree or higher, and having an intermediate level of experience with a high level of knowledge expressed willingness to participate in all activities.

From this study it was recommended that the government should be support the advertising and publicity of manufacturers who produce green label products through easy to understand media so as to generate more interest in the consumption of green label products, and more responsible behavior by the general public towards environmental preservation. Finally when this scheme receives the cooperation of everybody, the green label products should be a good tool for preservation and recovery of the environment for a sustainable future.