

Thesis Title A Study on Attitude and Responsive Behaviors of
 the Consumers in Department Stores in Bangkok
 Toward Using Food Packaging-Polystyrene Foam

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Date of Graduation 5 November B.E. 2536 (1993)

ABSTRACT

The purposes of this research were to study attitude and responsive behaviors of the consumers in department stores in Bangkok toward using food packaging - Polystyrene foam and to study whether attitude and responsive behaviors were dependent on such variables as age, educational level, income and information receiving. This survey research collected data by structural interviews. The total number of interviewed consumers were 400 in two department stores. The research finding were as follows:

1. Most consumers were females with the age of 21 - 30 years old and were under graduate level and higher. Mostly they were students and their incomes were less than-3,000 bahts per person per month. They received information mostly from television programmes and from government officers or teachers.

2. Most consumers bought many kinds of food packaged in packaging - Polystyrene foam such as fast food , sweet and already

cooked food. The first three important reasons in so doing were convenience , saving time and lacking of choices.

3. Most consumers had negative attitude toward using food packaging - Polystyrene foam and showed responsive environmental conservative behaviors by avoiding to use them.

4. The consumers' attitude toward using food packaging-poly-styrene foam depended on educational level, occupation and frequency of information inputs from magazine (as mass media) and communication from neighbours (as personal media), significantly at the 0.05 level.

5. The consumers' responsive behaviors toward using food packaging - Polystyrene foam depended on occupation, income and frequency of information input from all mass media which were television and radio programmes, newspaper and magazines and from interpersonal communication among relatives, significantly at the 0.05 level.

From the above findings , it is recommended that the government should give people more information through mass media regarding the impacts of using food packaging-Polystyrene foam on environments. It is hoped that by doing so will create more participations from people in solving these environmental problems. The government should set up measures to prohibit to use food packaging-Polystyrene foam and should turn to use recycle packages instead.