

**Research Title :** Study Factors Affecting Consumers Purchase Behaviors on Green Packaging in Ladkrabang District, Bangkok

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### ABSTRACT

The purposes of this research were to study the demographic characteristic of consumers and the factors affecting consumer's purchase behavior on green packaging.

Three hundred eighty three consumers who purchased and/or used the green packaging and lived in Ladkrabang district were samples using method of Krejcie and Morgan. The data were collected using a questionnaire. Percentage, mean, standard deviation, and chi-square test were analysis using a statistical package for social science. The research findings were as follows:

The results show that most consumers were single females, aged between 15 -25 years old. The most participants graduated bachelor level and work in the private organisations. Their average income was about 10,001-20,000 baht, and most of them had seen the symbol of Recycle. For the factors affecting consumer's purchase behavior on green packaging.

Every factors such as products, prices, the channels distribution and marketing promotion, highly influenced on this purchase behavior. The test of hypothesis found that the difference of occupation and revenue affected consumer's purchase behavior on green packaging at statistical significant level of 0.05.

**Keywords :** Behavior, Purchase Behavior, Consumer Purchase Behavior, Packaging, Green Packaging, Environment