Pimravee Tangsubut 2011: Consumer Classification by Attitude and Purchasing Decision Factors for Health Food Consumption. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Assistant Professor Chutima Waisarayutt, Ph.D. 125 pages.


The purpose of this study is to access the attitudes, behaviors and the purchasing decision of organic food customers. The 9 point Likert-scale of 40 decision parameters questionnaire were conducted with 200 consumers living in Bangkok which can be grouped into 4 aspects of health consciousness, environmental attitudes, healthy lifestyles and attitudes toward organic foods. Factor analysis is used on 40 parameters in order to identify that how many independent factors should be used to explain the purchasing decision of consumers. The results reveals that 7 factors in terms of reduced the risk of health problem, life quality, demanding for organic food, taste, price, environment and product information. Then, Cluster Analysis is applied on the survey responses and 5 consumer segments exist as: Health concern as trend (19.4%), Easy life without plan (37.4%), Health concern with price sensitive (12.9%) Disease Prevention and balance life (27.7%) and Strictly discipline for healthy balance. (2.6%) such 5 segments of consumers can be described their buying decision with 7 factors, therefore marketing strategies can be developed base on such information

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