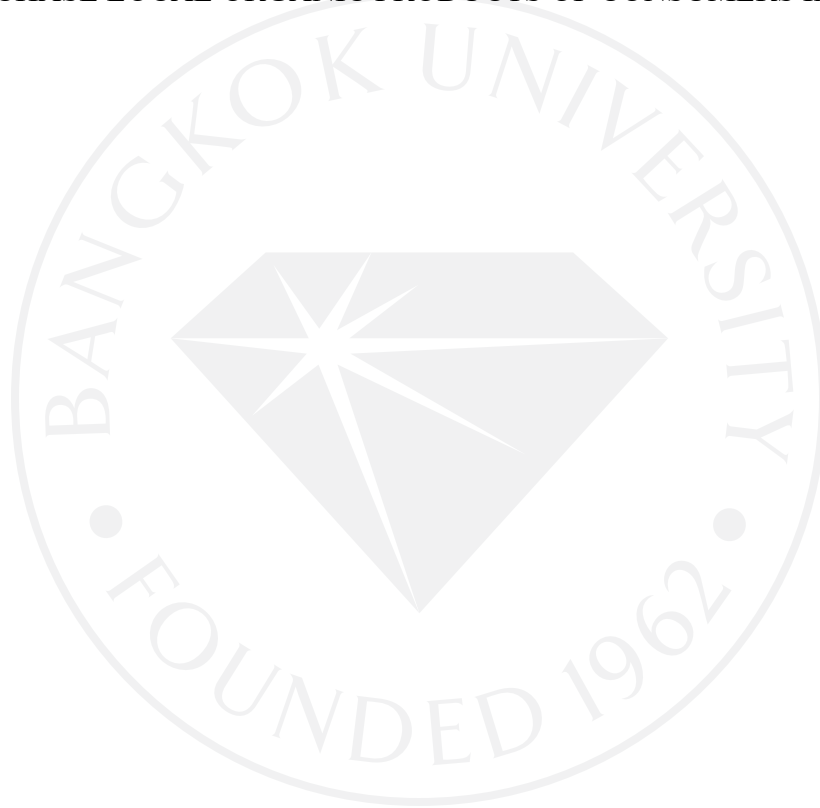


ATTITUDE, TRUST, SUBJECTIVE NORM, PERCEIVED BEHAVIORAL
CONTROL, BRAND POSITIONING, AND PRICE AFFECTING INTENTION TO
PURCHASE LOCAL ORGANIC PRODUCTS OF CONSUMERS IN BANGKOK



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Chalisa Kunkrom

This Independent Study Manuscript Present to
The Graduate School of Bangkok University
in Partial Fulfillment of the Requirements for the Degree
Master of Business Administration

Academic Year 2020

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This manuscript has been approved by
the Graduate School
Bangkok University

Title: Attitude, Trust, Subjective Norm, Perceived Behavioral Control, Brand Positioning,
and price Affecting Intention to Purchase Local Organic Products of Consumers in
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Attitude, Trust, Subjective Norm, Perceived Behavioral Control, Brand Positioning, and price Affecting Intention to Purchase Local Organic Products of Consumers in Bangkok (71 pp.)

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ABSTRACT

The purpose of this study was to investigate attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. The close-ended survey questionnaires were applied for gathering the data from 400 consumers who were interested or had intention to purchase local organic products and lived in Bangkok. The findings were found that the majority of respondents were females, married, and had the age above 32 years old. Most of them were company employees and earned monthly income between 30,001-45,000 Baht. Additionally, the results revealed that brand positioning, trust, and price were the three significant factors that affected intention to purchase local organic products of consumer in Bangkok at the significance level of .05. On the other hand, perceived behavioral control, subjective norm, and attitude did not affect intention to purchase local organic products of consumers in Bangkok.

Keywords: Attitude, Trust, Subjective norm, Perceived behavioral control, Brand positioning, Price, Purchase intention, Local organic products

ACKNOWLEDGEMENT

The empirical study on attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok will not be successful without kind advice and great support from my advisor, Dr. Nittana Tarnittanakorn. I would like to express my deep gratitude to my advisor for all of her patience, useful suggestions, reviews, and valuable times dedicated to my study. I also would like to express my sincere thanks to all my respondents who helped in completing my survey questionnaires in this study. Additionally, I would like to extend my special thanks to my family and my friends for their great support and kind encouragement throughout the time. Lastly, I hope this research study will be useful for further study and future development for local organic business.

Chalisa Kunkrom

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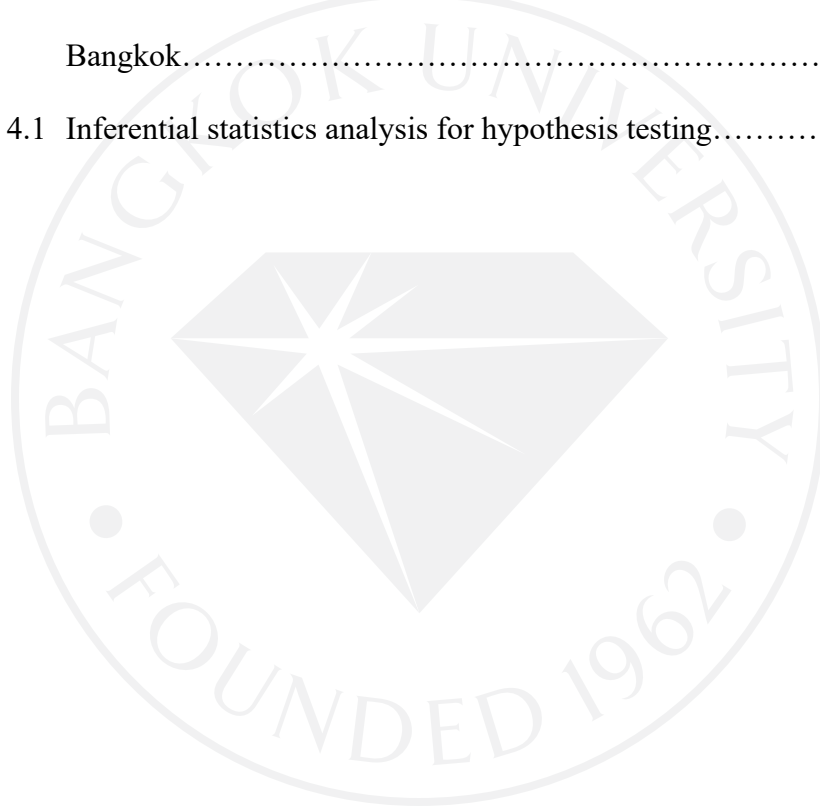
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CHAPTER 1

INTRODUCTION

This chapter provides background and rationales for the study of attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. Moreover, the purpose and significance of the study will be described in this chapter.

1.1 Rational and Problem Statement

Regarding to Israel Ministry of Environment Protection (2015), while industrialization was important for the economic growth and development of a society, it also could be harmful to the environment because the industrial process could cause climate change, air pollution, water and soil, human health problems, animal extinction, and more. Birnbaum (2008) explained that the increases in industrialization over the past three centuries had dramatically changed the quality and quantity of human exposure to both natural and synthetic chemicals. And identified that physical agents, e.g., UV or ionizing radiation, or biologicals, such as mold, insects, bacteria, and viruses, as well as chemicals was the cause of environmental health threats.

Research by Jameton and McGuire together with the working groups of the Green Health Center and Exploring Bioethics Upstream Projects (2002) supported that human health ultimately depended on the health of the ecosystems that they were living in. Wieman (2018) also stated that pollution in the air, water or soil could have dire effects on the entire ecosystems, making life more difficult for human, plants and

animals. Moreover, when the animals consumed the toxins that settled onto plants and into water, the health effects of these poisons were then magnified up the food chain which would affect to the living of humans. Studies had shown that chemicals were presented in most people and that those with higher level chemicals in them had more food allergies and sensitivities. The test of 800 children found that the food allergies had a 240% increase with the highest triclosan levels (Malterre, 2016). The World Health Organization (WHO) had calculated that 800 million people worldwide were at risk of serious diseases such as goiter and cretinism (UNICEF – WHO Joint Committee on Health Policy, 1994). Plant et al. (2005) supported that the impact of chemicals on the environment and human health was a cause of increasing concern.

As a result, the patterns of food consumption in nowadays were rapidly changed. Jensen et al. (2010) pointed that initially, organic farming was proposed as a potential solution for various economic, environmental and social challenges posed by conventional farming, such as biodiversity loss or animal welfare concerns. Misra and Singh (2016) had pointed out that the demand of non-chemical food would be increased in all segments of the society with the changing mindset. By explained that the consumers were more concerned about food consumption, they tended to prefer the food that was balanced, healthy, safe, environmental and animal friendly.

Regarding to Misra, Huang, and Ott (1991) mentioned about the increased attraction of the academic interest to research on the consumer preferences and demand for organics. Most of the studies showed that many consumers denoted that they had a preference and interest in organic food. There were very few studies had directly mentioned about the effect of organic food on human health. They indicated that the risk of allergic disease and obesity could be reduced by organic. In addition,

organic food consumption was associated with a lower risk of childhood allergies and adult who frequently consumed organic food was also less likely to be overweight or obese compared to other consumers (Science and Technology Options Assessment [STOA], 2016). In many advanced developing countries, the use of organic cosmetics and toiletries from natural extracts had become popular. The ingredients mixed in cosmetics were categorized as the ecological products and the process of marketing was explained as green marketing. Among the growing environmental conscious citizens, green marketing of organic cosmetics was relatively outgrowth in the business and was being encouraged (Rajagopal, 2007).

The demand of organic food had been growing globally at the average annual rate of 20 percent (Squires, Juric, & Cornwell, 2001). According to Willer and Lernoud (2019), 69.8 million hectares were under organic agricultural management worldwide. By Oceania was the region that had most organic agricultural land with 35.9 million hectares as shown in the table 1.1 below.

Table 1.1: World organic agricultural land (including in-conversion areas) and regions' shares of the global organic agricultural land in 2017

Region	Organic agricultural land (hectares)	Regions' shares of the global organic agricultural land
Africa	2,056,571	3%
Asia	6,116,834	9%

(Continued)

Table 1.1 (Continued): World organic agricultural land (including in-conversion areas) and regions' shares of the global organic agricultural land in 2017

Region	Organic agricultural land (hectares)	Regions' shares of the global organic agricultural land
Europe	14,558,246	21%
Latin America	8,000,888	11%
North America	3,223,057	5%
Oceania	35,894,365	51%
World	69,845,243	100%

Sources: Willer, H., & Lernoud, J. (2019). *The world of organic agriculture statistics and emerging trends 2019*. Retrieved 29 January, 2020, from https://ciaorganico.net/documypublic/486_2020-organic-world-2019.pdf

In term of countries, Australia was the country with the most organic agriculture land with 35,645,038 hectares. While the organic agricultural land of Thailand was 91,266 hectares or 570,412.5 Rai as illustrated in the table 1.2.

Table 1.2: World organic agricultural land (including in-conversion areas) by country
2017

Country	Hectares
Australia	35,645,038
Argentina	3,385,827
China	3,023,000
Spain	2,082,173
United State of America	2,031,318
Italy	1,908,653
Uruguay	1,882,178
India	1,780,000
France	1,744,420
Germany	1,373,157
Canada	1,191,739
Brazil	1,136,857
Mexico	673,968
Russian Federation	656,933
Thailand	91,266

Sources: Willer, H., & Lernoud, J. (2019). *The world of organic agriculture statistics and emerging trends 2019*. Retrieved 28 January, 2020, from
https://ciaorganico.net/documypublic/486_2020-organic-world-2019.pdf

Thailand was an agricultural-based country that ranking as one of the top ten exporters in the world due to the advantage of agro-climate condition and agriculture was the source that generated income for a large proportion of Thai population. During the year 1980s, the Alternative Agriculture Network (AAN) had been

established in Thailand by farmers and local Non-Government Organization (NGOs) to develop the activism of sustainable farming practices in Thailand such as technology developments, fair trade market initiatives, and establishing of the national organic certification body in the mid 1990s. From small scale producers, organic trade had become important actor in Thai organic movement (Thai Organic Trade Association, 2011). According to the SCB Economic Intelligence Center (2017), the Ministry of Agriculture and Cooperatives aimed to make Thailand the organics leader of Southeast Asia in five years by increasing both organic farm lands and organic revenues by 20 percent annually. And in order to accomplish the goal, the officials must raise awareness, add more value and expand local organic products to overseas markets. Once Thai organic products reached the national standard, this would be the motivation on the domestic farmers to emphasize on producing organics. As Thailand's population ages and income were rising, the organic food consumption in domestic sector was likely to grow. The market could also gain momentum from the ongoing expansion of tourism-related business such as premium restaurants, spas and resorts. Ma et al. (2021) also stated that high intensity supervision of the government could help to promote the production of organic food.

Organic production had grown rapidly, so there were many places to buy organic products as depicted in the table 1.3 below.

Table 1.3: Places to buy organic products

No.	Category	Name of the place
1	Fresh market and farmer market	<ul style="list-style-type: none"> - En Do Herb Market - Bangkok Farmers Market
2	Supermarket	<ul style="list-style-type: none"> - Villa Market - Gourmet Market - Central Food Hall - Tops Market - Foodland - Lotus' - Makro - Big C Super Center
3	Healthy store	<ul style="list-style-type: none"> - Lemon Farm - Radiance Wholefoods - Sunshine Market - Sangdad Health Mart
4	Organic restaurant	<ul style="list-style-type: none"> - Sustaina Organic Restaurant - Be Organic by Lemon Farm - Broccoli Revolution

Sources: Toma, M. (2021). *Organic food in Bangkok: What you need to know*.

Retrieved 23 January, 2022, from

https://www.expatsden.com/thailand/organic-food-bangkok/#Lemon_Farm

According to the market survey of Blue Basket (2018), there were 4 types of organic product selling in Thai market which were organic skin care and body care products, organic foods and beverages, organic gifts, and organic home appliances. Among those 4 types, skin care and body care were the bestselling products, followed

with organic food and beverages, organic home appliances, and organic gifts respectively.

There were both imported organic products and local organic products selling in Thai market. Local products were the products that belonged to one country or in restricted geography location (Al-Ekam et al., 2012). De Vries and Fennis (2019) stated that local brands were only available in specific geographical region or country and were made to serve the desires of that local market. Imported products, in contrast, were the products that being produced and transported from one country or region into another location. The market survey of Green Net (2011) found that 85 percent of organic products (excluding fresh vegetables and fresh fruits) selling in the shops in Thailand were imported products while the rest 15 percent were domestically produced. The high proportion of the imported organic products showing that the consumption of organics was developed far more than the country's production capacity and the local consumers still in demand of organic products while the ability to produce of the country was low. Moreover, 91 percent of the products was certified organics and 9 percent was claimed to be organics. This showed that Thai market was concerned of the organic qualification and certification.

Meanwhile, organic business in Thailand was likely to grow well. A report of K-SME Analysis by Kasikorn Bank (2018) stated that in 2021, the value of the organic products market in Thailand would be between 2,700 to 2,900 million baht due to the change of consumer behavior that tended to care more on their health which made the consumption of organic products became more realistic and was not considered only as a trend but a new way of living. Along with the government's support policy to promote the investment in organic agriculture, it would help to

increase the demand and supply of the organic market in the country. As a result, the increase of local organic production would significantly increase the proportion of local organic sale in Thai markets and the consumers would have more variety of choices to choose when buying local organic products.

There were many previous studies on the purchase intention found that intention was the cause of buying behavior and basically used to predict the action of behavior (Ajzen, 1991). Therefore, purchasing behavior of local organic products was determined by purchasing intention (Nedra, Sharma, & Dekhli, 2015). A variety of factors that could potentially influence organic products consumption had been identified in the relevant literatures. The factors of attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price were found to be the factors for analyzing in those literatures. They were somehow applicable to explain the intention to purchase local organic products of consumers in Bangkok

Teng and Wang (2015) concluded in their study that attitudes and trust had an important role on the organic food purchase intention. By trust was the factor that linked revealed information and perceived knowledge with purchase intention. In other words, knowledge could create positive attitude toward organic food purchase intention only when trust was firmly built. Another study by Liang (2016) also supported that level of trust in labeling was explained to be the factor that affected the purchase intention of the consumers.

Subjective norm and perceived behavioral control were appeared in the previous study by Al-Swidi, Huque, Hafeez, and Shariff (2014) which demonstrated

that subjective norm had a significant effect on purchase intention and was generally accepted by most of the researchers that it had a role in shaping purchase intention. Furthermore, subjective norm was the factor that created a relationship between perceived behavioral control and purchase intention toward organic food. In the same way, a study of Li and Jaharuddin (2020) also supported that perceived behavioral control critically impacted consumer intention to purchase organic food.

A previous study of brand positioning by Suki (2016) found that green brand positioning had a positive impact on the intention to purchase green products. Specifically, the positive effect of green brand positioning was occurred because consumers perceived the importance of buying green products.

A reviewed of price on organic purchase intention by Weisstein, Asgari, and Siew (2014) indicated that consumers with a lower degree of greenness often found price as the main barrier when purchased green products. While consumers with high degree of greenness was not concerned on price and they were willing to spend more for green products. Moreover, price promotion framing could moderate the effect of consumers' degree of greenness on perceived quality and perceived savings. In addition, perceived value was an important factor mediating the effects of both perceived quality and perceived savings on purchase intentions.

This study would research empirically and explain more on how attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. Moreover,

this would be essential for finding out the right and suitable marketing strategy to increase the local consumption of the locally produced organic products in Bangkok.

1.2 Objectives of the Study

Recently, there were only few researches and studies about the behavior of Thai consumers on local organic products, particularly in Bangkok. Therefore, this academic study intended to explore and comprehend the attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok, Thailand.

1.3 Significance of the Study

This study benefits to the field of marketing. Marketers and business owners both small and large scales will have more understanding on the important of local organic products and understand how attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. Furthermore, this study will help outlining the basis of the decision-making process which is the core part to formulate the strategy for local organic sector of Thailand.

CHAPTER 2

LITERATURE REVIEW

To describe the characteristic of the research variables and finding the relationship among the variables, the researcher has collected the data from the related journals and articles including the theories and previous studies. Regarding these concerns, the contents of questionnaire, the research hypothesis and the conceptual framework were generated from this review.

2.1 Related Theories and Previous Study

2.1.1 Attitude

According to Chen (2007), attitude was described as a key determinant of behavioral intentions. It was a fundamental aspect of consumers that marketers used to predict consumers' intention and behavior (Kim & Hunter, 1993). Through reviewing the related literature of Ajzen (1991), there were three factors that shape individual's intention and behavior which were attitude, subjective norm and perceived behavioral control. With more explanation, attitude could be described as the favorable or unfavorable idea toward conducting specified behavior. The more one had a favorable attitude on something, the stronger one's intention to act or perform a behavior under consideration and the individual with positive attitude was more likely to undertake a certain behavior. Or in other words, the favorable attitude influenced the greater intention of performance (Tarkiainen & Sundqvist, 2005). Additionally, purchase intention and purchase behavior could be predicted by attitudes (Ajzen, 1991).

Recently, there were the academic studies of the influence of attitude on organic food (Rahnama, 2016). The studies supported the positive relationship between consumers' attitude and behavioral intentions for green product purchasing (food, timber-based products) in various cultures such as Asian, US, and European (Kim & Chung, 2011). According to the survey of Boccaletti and Nardella (2000), risk of pesticides and income were the positive influencer for willingness of people in Italy to pay more for organic products. Furthermore, the study of Krystallis and Chrysosoidis (2005) supported that the consumers in Greece had a willingness to pay more for green products and the factors that influenced their willing were food quality, safety, brand and trust in certificate. Stolz et al. (2011) distinguished in their research of consumers' attitude toward conventional and organic products that attitude was divided into five dimensions which were food ingredients, wiliness to pay higher for better quality products, health conscious of organic products, low participation of quality and nutrition foods, and food preferences. Also, the research of Nedra, Sharma, and Dakhli (2015) reported that healthiness of organic products was the most important attitude that affected organic preferences.

2.1.2 Trust

Green et al. (2005) stated that trust played an important role in customer's decision making. Generally, in the field of food, trust was the factor that customers used to assume if the food was safe and it would affect directly to their decision. Morgan and Hunt (1994) gave the definition of trust as a confidence in reliability and integrity associated with consistency, competency, honesty, fairness, responsibility, helpfulness and benevolence between the partner. Sirdeshmukh, Singh, and Sabol

(2002) defined trust as the expectation that customers had with the service providers which delivered on its promises. Through the review concept of trust by Ballester (2004), he stated that brand trust reflected two different factors which were brand reliability and brand intentions. Park and Kim (2016) stated that consumer trust was an important factor that drove consumer's purchase intention.

According to the research of Kang and Hustvedt (2014), trust had been the fundamental component that could use to predict the marketing solution such as brand loyalty, customer retention, and purchase intention. The result of this research showed that trust affected on word-of-mouth intention and purchase intention. In term of organic food scenario, concept of trust was added in the product and in certification. But trust in organic food was difficult to consider because of the visibility of the product when purchase, so customers could only rely on the package seal and the certificate on the product (Curvelo, Watanabe, & Alfinito, 2019). If customers lacked of knowledge of process and certification, they would consider both certified and non-certified product as the same (Janssen & Hamm, 2012). According to the perspective of Bottonaki et al. (2006), product quality assurance and certification such as traceability or trustful label were the important for product safety. They could communicate important information from producers to the end customers. The research of Murphy et al. (2021) found that organic consumers in European country had a high levels of trust in certified organic food and products, and they had a strong believe in the benefits of certification bodies.

2.1.3 Subjective Norm

Ajzen (1991) gave the definition to subjective norm as a noticed pressure from others to conduct certain behavior. It was the appropriately behavior expected from the society and subjective norms were the powerful internal controls that shaped behavior. The higher subjective norm could create a greater likelihood of following such behavior (Han & Kim, 2010). Oliver and Bearden (1985) described that subjective norms were depended on the decision maker's preferences and desire to react with his or her preferences. From the perspective of James, Hu, and Leonce (2018) with the reference to the study of McClelland (1985), consumer choices were made base on the social norms and values. Consumer choices presented social value and represented who they were and what they were to the group associates.

A study of Hillhouse, Turrisi, and Kastner (2000) mentioned that if consumers surrounded by others who thought skin care products were good, those consumers would have more intention to buy those skin care products. A strong relationship between subjective norms and purchase intention had been presented in consumer behavior on green products. The study of Tarkiainen and Sundqvist (2005) showed that subjective norm was an antecedent of attitudes toward organic products and it indirectly influenced intention to purchase. Chang (1998) had tested the link between norms and attitudes and found the significant correlation of social environment on individual's attitude. Additionally, Chonsiripong and Tarnittanakorn (2018) found that subjective norms and customer attitude in terms of health consciousness affected organic food purchase decision of consumers in Bangkok.

2.1.4 Perceived Behavioral Control

According to Chen (2007), Perceived behavioral control meant the level of control that one had over performing the behavior. Ajzen (2002) found that, self-evident was the importance of actual behavioral control but however the perception of behavioral control was impact on intention and actions. By comparing perceived behavioral control to another concept structure of controls, for example Rotter's (1966) concept of perceived locus of control, perceived behavioral control referred to people's perception of the ease or difficulty of performing the behavior of interest whereas Rotter's concept was generalized expectancy that remained stable across situation and forms of action. Ajzen (1991) further stated that perceived behavioral control meant the ability to control certain behavior and those who perceived a higher degree of personal control intended to have stronger behavioral intention to do certain behavior. Kim and Chung (2011) described that when people believed that they had the resources such as time, money, and skills, they would have high perception of control and their intention would be increased. Meaning, it could be assumed that intention to purchase organic skin care or hair product would be higher if consumers perceived more behavioral control.

2.1.5 Brand Positioning

Brand positioning consisted of five elements which were brand awareness, brand identity, brand image, brand personality, and brand communication. According to these five elements, brand identity, brand personality, and brand communication were the three elements that were controlled by the company (Sagar, Singh, & Agrawal, 2006). Brand identity was the first step to position the brand. It was the

central concept to build a strong brand and point brand direction, brand focus, and definition. Or in other words, it was the vision for brand strategy (Aaker, 1992).

Brand communication was the product features and aspects that company communicated to consumers via media such as advertising, campaigns, sponsorships, direct marketing, fairs, word of mouth, radio, prints and etc. Moreover, brand personality and brand identity were perceived by consumers through brand communication (Keller, 1993). Sagar et al. (2011) pointed out that brand communication was the input variable that led to the two outputs: brand awareness and brand image. Kotler (1988) defined brand image as a set of beliefs held about a brand. Aaker (1992) pointed that brand image was consisted of the inner of consumers of the brand and represented brand's expectations, beliefs, and attitudes. There were three measurements of the effectiveness of brand communication: brand recognition, brand awareness, and brand recall (Rossiter & Percy, 1987).

Ries and Trout (1982) explained that positioning started with the product or service but what made the positioning was the mind of the prospect. The process was to place the product in the consumers' mind. Brand positioning was a part of brand identity and value proposition that brand used to communicate to customers (Aaker & Joachimsthaler, 2002). Rios et al. (2006) mentioned that green brands required an active communication and differentiation to stand out from the competitors in green market. Saha and Darnton (2005) referred green positioning as the green image that the company was perceived by public. Gwin and Gwin (2003) mentioned that the goal of brand positioning was to create the competitive advantage in consumers' mind over others brand.

2.1.6 Price

Through reviewing the related literature of Chen et al. (1998), price promotions positively influenced perception of the buyers in term of savings and purchase decisions. Krishna et al. (2002) referred price framing as how the offer price was communicated to buyers. There were many ways to present the same price promotions and the effects and evaluations of the price offer were perceived differently by consumers. Research by Grewal, Gotlieb, and Marmorstein (1994) supported that framing promotion messages could decrease the perception in risk of product performance and increase consumers' willingness to purchase. Consumers not only preferred lower prices but they had good reaction to discounts (Darke & Chung, 2005).

Magnusson et al. (2001) reported that price was important determinant of purchase for many consumers. They expressed that organic food products should not be more expensive than conventional products. Arora et al. (2021) stated that price was one of the major factors that played important role in organic food purchase decision. According to the study of Tarkiainen and Sundqvist (2005), price was often an obstacle to purchase organic products especially for the low-income earners where they could not afford for the high price premium organic products. Moreover, the research had shown that consumers would purchase more organic food products if the price was decreased (Radman, 2005). Nevertheless, the study of Lockie et al. (2004) showed that there were still some consumers who were willing to buy high price of organic goods. This was related to product quality, consumers were not willing to buy organic products if they found that the visual of those products appeared imperfect (Huang, 1996).

2.1.7 Intention to Purchase

Morwitz (2012) stated that marketers widely used purchase intention to analyze marketing decisions. The theory of the reasoned action (TRA) in the research of Ajzen and Fishbein (1980) and the theory of planned behavior (TPB) of Ajzen (1991) explained that intention was the cause of purchasing behavior and intention could be used to predict the action of behavior and it was the basis of buying behavior. Purchase intention could be determined by the three major factors that were attitude, subjective norm and perceived behavioral control. When attitude and subjective norm were positive, perceiver behavioral control would be raised and there would be more intention for person to do certain behavior.

The study of Ahmed and Nurita (2010) showed the strong influence of perception and beliefs related to food safety in organic products purchasing intention. Kim and Chung (2011) studied the health and environment conscious or consumer values on purchasing intention of organic products and effect of behavioral control that was influenced by attitude and purchasing intention. The result showed that environmental concern affected consumers' attitude toward organic products. This had somehow relation with the theory of planned behavior of Ajzen (1991). Through literature review of Nedra, Sharma, and Dakhli (2015) found that purchasing behavior of organic products was depended on purchasing intention which was influenced by attitude and implication. Moreover, a specific study of Cavite et al. (2021) on Thai organic rice found that subjective norms, health consciousness, and product traceability knowledge had a significant positive influence on consumers' intention to purchase organic rice.

2.2 Research Hypotheses

To find the relationship between independent and dependent variables, the hypotheses were developed in the study. These hypotheses were derived from the related theories and previous studies. They were proposed as follows:

- H1:** Attitude affected intention to purchase local organic products of consumers in Bangkok.
- H2:** Trust affected intention to purchase local organic products of consumers in Bangkok.
- H3:** Subjective norm affected intention to purchase local organic products of consumers in Bangkok.
- H4:** Perceived behavioral control affected intention to purchase local organic products of consumers in Bangkok.
- H5:** Brand positioning affected intention to purchase local organic products of consumers in Bangkok.
- H6:** Price affected intention to purchase local organic products of consumers in Bangkok.

2.3 Conceptual Framework

According to the literature reviews of attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok, the conceptual framework of this study was illustrated in figure 2.1.

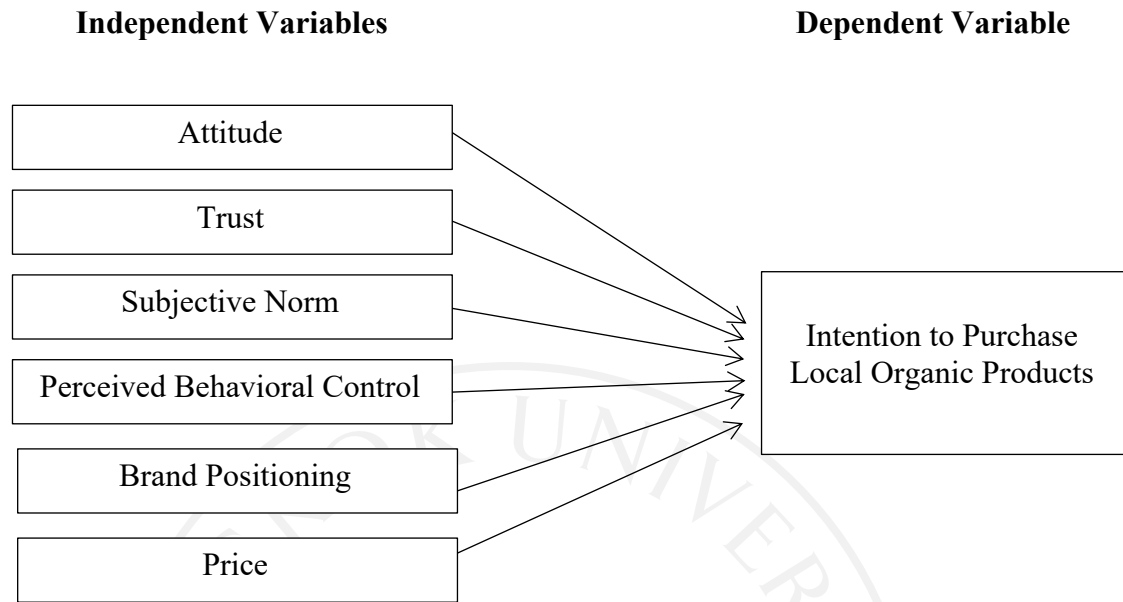


Figure 2.1: The conceptual framework of attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok

The conceptual framework in this study illustrated the relationship between the independent variables: attitude, trust (Teng & Wang, 2015), subjective norm, perceived behavioral control (Swidi, Huque, Hafeez, & Shariff, 2014), brand positioning (Suki, 2016), price (Weisstein, Asgari, & Siew, 2014), and the dependent variable of intention to purchase (Nedra, Sharma, & Dekhli, 2015).

CHAPTER 3

RESEARCH METHODOLOGY

To attain the purposes of the study, the present research had applied the technique of quantitative research. The questionnaire was constructed by applying the related theories and was passed to the expertise. The research methodology and procedure were described as follows:

3.1 Research Design

This research study used quantitative approach to study relationship of attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. The primary source of data and information in this study was gathered from survey questionnaires (Rowley, 2014) and other reliable secondary sources such as relevant journals, articles, and online database.

3.2 Population and Sample Selection

The target populations of this study were millennial shoppers who were interested or had intention to purchase local organic products and resided in Bangkok. The sample size was calculated based on 50 sets of pilot test questionnaires (Cohen, 1977). Then G*Power version 3.1.9.2 (Erdfelder, Fraul, & Buchner, 1996) was applied with the Power ($1 - \beta$) of 0.9, Alpha (α) of 0.1, number of test predictor of 6, effect size of 0.05085025. A total sample size of 294 was gained for the field survey. Thus, 400 sets of questionnaire have been collected for more stable results. Then, the

multi-stage sampling technique with simple random sampling by randomly selecting five districts of Bangkok: Klong Toei, Thawi Watthana, Sathon, Pathumwan, and Lat Phrao (Sukkho, 2016) was used. In addition, the quota sampling technique was implemented (80 respondents/district). Finally, purposive sampling technique was utilized by collecting data from the target sample at supermarkets such as Makro, Lotus's, and Big C Supermarket in the randomly selected districts. Areas of field survey and number of sample of each district were illustrated in table 3.1.

Table 3.1: Areas of field survey and number of sample of each district

Lists of Districts	Number of Sampling
- Khlong Toei	80
- Thawi Watthana	80
- Sathon	80
- Pathumwan	80
- Lat Phrao	80
Total	400

3.3 Research Instrument

A close-ended questionnaire was used as a research instrument in this study. To inspect all independent variables and a dependent variable, the questions to assess the constructs in the study were adapted from attitude, trust (Teng & Wang, 2015), subjective norm, perceived behavioral control (Swidi, Huque, Hafeez, & Shariff,

2014), brand positioning (Suki, 2016), price (Weisstein, Asgari, & Siew, 2014), and intention to purchase (Nedra, Sharma, & Dekhli, 2015).

The questionnaire was first created in English and later translated into Thai (as shown in Appendix A & B) to reach both Thai and international respondents. The questionnaire was consisted of four parts as follows:

Part 1: Questions on consumers' personal details. Closed-end format was used for personal information; gender, marital status, age, occupation, and monthly income.

Part 2: Questions on consumers' experience on organic products. Second part consisted of four questions asking about consumers experiences in organic products purchasing. These four questions were in multiple choices with nominal scale and the respondents could choose only one choice.

Part 3: Questions on factors affecting intention to purchase local organic products of consumers in Bangkok. There were questions asking about attitude (ATT), trust (T), subjective norm (SN), perceived behavioral control (PBC), brand positioning (BP), and price (P) affecting intention to purchase local organic products of consumers in Bangkok. The answers of these questions indicated the respondent's opinions relating to factors affecting intention to purchase local organic products of consumers in Bangkok. The interval scale measure was implemented using a five point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

Part 4: Questions on intention to purchase local organic products of consumers in Bangkok. There were four questions asking about intention to purchase (PI) local organic products of consumers in Bangkok. The answers of these questions showed

the opinion of the respondents on intention to purchase local organic products. And five point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree was implemented as the interval scale measurement.

3.4 Reliability and Content Validity

The questions in the questionnaire were derived from the previous studies, related journals and articles. Then, they were passed to three experts to verify a content validity:

- Mr. Tritip Telan, Food Consultant to Singha Kameda Co., Ltd.,
- Mr. Kritpol Mekpanuwat, Deputy Managing Director of All About You Clean Beauty Shop, and
- Mr. Julien Tanneau, Manager of Organic Village Shop

After that, Cronbach's alpha coefficient was utilized for reliability analysis and consistency testing. The value of Cronbach's alpha was between $0 \leq \alpha \leq 1$ (Nunnally, 1978), the score that closest to 1 is the most reliable as shown in table 3.2.

Table 3.2: Reliability analysis of coefficient Cronbach's alpha

Variables	Coefficient Cronbach's Alpha			
	Pilot Test		Field Survey	
	Items	n = 50	Items	n = 400
Attitude (ATT)	4	0.915	4	0.869
Trust (T)	4	0.893	4	0.858
Subjective Norm (SN)	3	0.653	3	0.651
Perceived Behavioral Control (PBC)	3	0.862	3	0.795
Brand Positioning (BP)	4	0.761	4	0.678
Price (P)	3	0.786	3	0.687
Purchase Intention (PI)	3	0.787	3	0.790
Total	24	0.915	24	0.899

According to Cronbach's alpha coefficient value, the reliability for the question items of each variable should be rating between $0.65 < \alpha < 1$ (Nunnally, 1978). Therefore, 50 sets of the questionnaires were applied for pilot test. The results of reliability test showed that Cronbach's alpha value of 0.653 – 0.915 was acceptable. In addition, the results from 400 sets of field survey were ranging between 0.651 - 0.869 as shown in table 3.2. Therefore, all questions were usable because the scores were above 0.65 (Nunnally, 1978). Thus, all data from the questionnaires could be used for further analysis.

3.5 Statistics for Data Analysis

The data analysis was conducted applying Statistical Package for Social Sciences (SPSS) program version 23. Consequently, the statistical techniques used for data analysis and interpretation included descriptive and inferential statistics as follows:

3.5.1 Descriptive Statistics Analysis

Part 1-2: Consumer's personal details (part 1) such as gender, marital status, age, occupation, and monthly income together with customer's experience on organic products (part 2) were analyzed by using frequency and percentage.

Part 3-4: Factors which are attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price (part 3) together with intention to purchase (part 4) in Likert scale questions were analyzed by using mean (\bar{x}) and standard deviation (S.D.).

3.5.2 Inferential Statistics Analysis

In order to test the hypotheses of the study, multiple regression analysis was applied to analyze the relationship between the independent variables (attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price) and the dependent variable of intention to purchase (Khamsurin, 2016).

CHAPTER 4

RESEARCH RESULTS

The research findings of 400 sets questionnaire analysis were presented in this chapter.

4.1 Summary of Demographic Data

The research findings of this part presented the 400 respondents' personal data including gender, marital status, age, occupation, and monthly income. Percentage ratio and frequency counting were statistical techniques used for data analysis. The research findings were presented in table 4.1 as follows:

Table 4.1: Summary of demographic data (n = 400)

Demographic Data	Frequency	Percent
Gender:		
Male	117	29.3
Female	283	70.8
Marital status:		
Single	124	31
Married	230	57.5
Divorced	46	11.5

(Continued)

Table 4.1 (Continued): Summary of demographic data (n = 400)

Demographic Data	Frequency	Percent
Age:		
Below 18 years old	37	9.3
18-22 years old	38	9.5
23-27 years old	68	17
28-32 years old	122	30.5
Above 32 years old	135	33.8
Occupation:		
Business owner	41	10.3
Government employee	44	11
Company employee	132	33
Self-employment	86	21.5
Student	60	15
Retire	37	9.3
Other	-	-
Monthly income (Baht):		
0 – 15,000	53	13.3
15,001 – 30,000	103	25.8
30,001 – 45,000	135	33.8
45,001 – 60,000	88	22
Over 60,000	21	5.3

Table 4.1 portrayed the personal details of the respondents. Out of the 400 respondents, most of them were females (70.8%) while the rest were males (29.3%). The result showed that women had more awareness and interested in local organic products than men. Additionally, most of the respondents in this survey were married and had the age above 32 years old. Furthermore, the majority of the respondents were company employee (132 people with 33%) and they earned monthly income between 30,001-45,000 Baht (33.8%).

This survey collected the data from narrow range of ages as it was focus on millennial shoppers. Millennials today were living in fast-moving lifestyle but at the same time they intended to care more on the good quality products and desired to have a better quality of life. Moreover, they could access to the news, product information, and promotions from online medias and easily made a purchase through digital platforms. They were the driving force for organic product consumption (Kasikorn Bank, 2018). While people in generation x and baby boomer who might had a higher income and purchase ability were combined together in group above 32 years old because this group of consumers were taken care by their family members. And young generation today had some level of influence and involved more in family purchase decision (Mullen, 2019).

4.2 Summary of Consumers' Experience on Organic Products

The research findings of this part presented the 400 respondents' experience on organic products. The statistical techniques used for data analysis were percentage ratio and frequency counting. The findings were presented in table 4.2 as follows:

Table 4.2: Consumers' experience on organic products (n=400)

Experience	Frequency	Percent
Organic product type:		
Organic vegetables	126	31.5
Organic fruit	104	26
Organic rice	77	19.3
Organic coffee	54	13.5
Organic tea	39	9.8
Source Motivation:		
Family members	170	42.5
Friends	91	22.8
Neighbors	32	8
Lecturers	6	1.5
Self-motivation	101	25.3
Place to Buy:		
Supermarket	212	53
Organic shop	115	28.8
Organic event market	41	10.3
Organic farm	32	8
Product Preference:		
Local product	277	69.3
Imported product	123	30.8

According to table 4.2, most of the respondents were interested to purchase organic vegetables accounting for 31.5% (126 persons) and most of them had a source motivation from family member (42.5%). Furthermore, the majority of the respondents intended to purchase the organic products from supermarket (53%) and the product type that they prefer to purchase was local organic product rather than imported product.

4.3 Result of Hypothesis Testing

The research findings in this part presented the relationship of consumer attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. The multiple regression analysis (MRA) was implemented for analyzing the data.

Table 4.3: The results of multiple regression analysis

Factor	\bar{x}	S.D.	Intention to purchase local organic products						
			B	S.E.	β	t	Sig.	Tolerance	VIF
Constant			1.200	.225	-	5.320	.000	-	-
Attitude	3.4793	.80383	-.091	.058	-.104	-1.561	.119	.420	2.380
Trust	3.4196	.78104	.162	.055	.180	2.938	.003*	.499	2.005
Subjective norm	3.3945	.61414	.066	.061	.058	1.079	.281	.654	1.530
Perceived behavioral control	3.3057	.79571	.023	.043	.027	.538	.591	.776	1.289
Brand positioning	3.5044	.61377	.169	.059	.148	2.881	.004*	.711	1.406
Price	3.3049	.70841	.364	.048	.368	7.596	.000*	.802	1.247

$R^2 = .264$, $F = 23.410$, $*p < .05$

According to table 4.3, the findings were found that most of the respondents agreed that brand positioning ($\bar{x} = 3.5044$) affected their intention to purchase local organic products, followed by attitude ($\bar{x} = 3.4793$), trust ($\bar{x} = 3.4196$), subjective norm ($\bar{x} = 3.3945$), perceived behavioral control ($\bar{x} = 3.3057$), and price ($\bar{x} = 3.3049$) respectively.

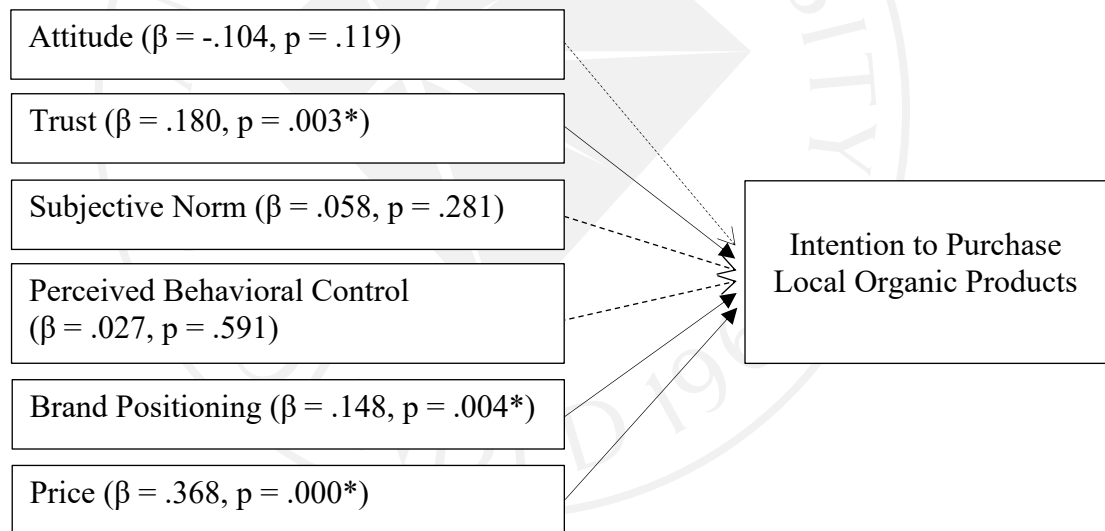
The result of multiple regression analysis showed that the factors affecting intention to purchase local organic products of consumer in Bangkok with the significance level of 0.5 were brand positioning (sig = .004), trust (sig = .003), and price (sig = .000). In addition, the results showed that price ($\beta = .368$) accounted for the strongest relative weights of influence on local organic products purchase intention of consumer in Bangkok, follow by trust ($\beta = .180$) and brand positioning ($\beta = .148$). On the other hand, perceived behavioral control (sig = .591), subjective norm (sig = .281), and attitude (sig = .119) did not affect intention to purchase local organic products of consumers in Bangkok.

In multiple regression analysis, standardized beta coefficient (β) could be both positive and negative value. Positive value referred to the positive relationship of independent toward dependent variable. From table 4.3, brand positioning, trust and price had positive relationship. The results of the study were described in table 4.4.

In addition, the R-square in this study was .264 which explained that price, trust, and brand positioning had 26.4% of the influence toward intention to purchase local organic products of consumers in Bangkok.

Finally, Variance Inflation Factor (VIF) and Tolerance was used for detecting the multicollinearity problem. Multicollinearity was the method determining independent variables. It occurred when independent variables in a regression model

are correlated. Tolerance value must greater than .2 (Miles & Shevlin, 2001) while VIF value must less than 5 (Zikmund, Babin, Carr, & Griffin, 2013, p.590). VIF is greater than 5 represent critical levels of multicollinearity where the coefficients are poorly estimated, and the p-values are questionable. There was no multicollinearity problem in this research because VIF values of this study were 1.247-2.380 which were less than 5 while the Tolerance values were greater than .2 by ranged between .420-.802. Inferential statistics analysis for hypothesis testing of the study were portrayed in the figure 4.1 below:



Note:

----> = No influence

—> = Has influence

* = Significant at level .05

Figure 4.1: Inferential statistics analysis for hypothesis testing

4.4 Summary of Hypothesis Testing

Regarding to the information statistics analysis, hypothesis testing of trust, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok, the results were summarized in the table 4.4 as following:

Table 4.4: Summarized of hypothesis testing results

Hypothesis	Results
H1: Attitude affected intention to purchase local organic products of consumers in Bangkok.	Not Support
H2: Trust affected intention to purchase local organic products of consumers in Bangkok.	Support
H3: Subjective norm affected intention to purchase local organic products of consumers in Bangkok.	Not Support
H4: Perceived behavioral control affected intention to purchase local organic products of consumers in Bangkok.	Not Support
H5: Brand positioning affected intention to purchase local organic products of consumers in Bangkok.	Support
H6: Price affected intention to purchase local organic products of consumers in Bangkok.	Support

CHAPTER 5

CONCLUSION AND DISCUSSION

The purpose of this study was to explore the effect of the independent variables which were attitude, trust, subjective norm, perceived behavioral control, and price on the dependent variable which was intention to purchase local organic products. This study was randomly collected the data from 400 respondents in Bangkok. Percentage ratio, frequency, mean, and standard deviation were applied to analyze the demographic data, and the samples' attitudes toward the independent and dependent variables. Moreover, multiple regression analysis technique was also applied to analyze the data. The research finding of the study was concluded in this chapter. Including the discussion of research finding, the recommendation for managerial implication and future research.

5.1 Research Findings and Conclusion

From the data collection of the 400 respondents, the findings found that most of the respondents were females with the age above 32 years old. Most of them were married, worked as company employees, and earned monthly income between 30,001 – 45,000 Baht. Additionally, most of the respondents were interested to purchase local organic vegetables and intended to purchase from supermarkets. They had the source motivation from their family members and the product type that they prefer to purchase was local organic product rather than imported one.

The result of multiple regression analysis showed that the factors affecting intention to purchase local organic products of consumers in Bangkok with

significance level of 0.5 were trust, brand positioning, and price. In addition, the results showed that price accounted for the strongest weight of influence on intention to purchase local organic products of consumers in Bangkok, followed by trust and brand positioning. Vice versa, attitude, subjective norm, and perceived behavioral control did not affect intention to purchase local organic products of consumers in Bangkok.

5.2 Discussion

Hypothesis 1: Attitude affected intention to purchase local organic products of consumers in Bangkok. The research showed that attitude did not affect intention to purchase local organic products of consumers in Bangkok. This might be because most of the respondents believed that local organic products were less attractive and unsafe with low quality and higher chemical residues when compared with imported products. The result of this study was contrast with the previous study of Suki (2016) which showed that attitude toward green brands had significant positive relationship with green product purchase intention. In the other words, when consumers' attitude was positive, the level of an intention to purchase green products was also increased. The study of Siriex, Kledal, and Sulitang (2011) also found that most of the Chinese respondents purchased organic products because of health benefits and more environmentally friendly. Besides, local organic product was seen as fresh compared to the imported organic products that had to be carried in a long-distance of transportation.

Hypothesis 2: Trust affected intention to purchase local organic products of consumers in Bangkok. The research result showed that trust affected intention to

purchase local organic products of consumers in Bangkok with significance level of 0.5. This might be because most of the respondents had a positive perception on the consumer responsibility of the Thai corporations in the field of organic products and believed that local organic products which were certified by Thai organic intuitions had a good standard and quality as the imported brands. The study of Sirieix et al. (2013) was confirmed the result of the study in which the consumers believed in organic and fair-trade labels. And the study also reviewed the importance of familiarity, trust and fit between the combinations of labels as well as between associating a label with a brand. Additionally, the research by Teng & Wang (2015) also confirmed that trust had an important role leading consumer's intention to purchase organic food. Moreover, knowledge could generate positive attitudes toward organic foods only when trust was firmly built (Pieniak et al., 2010).

Hypothesis 3: Subjective norm affected intention to purchase local organic products of consumers in Bangkok. The research result showed that subjective norm did not affect intention to purchase local organic products of consumers in Bangkok. This might be because most of the respondents had not perceived the trend and motivation to buy local organic products from people around them. And they might not be convinced by the local organic support of the government. However, the result of this study was contrast with the previous study of Chonsiripong and Tarnittanakorn (2018) which showed that subjective norms and customer attitude in terms of health consciousness affected organic food purchase decision of consumers in Bangkok. Additionally, Al-Swidi et al. (2014) found that subjective norms had an important role shaping purchasing intentions and they had direct significant impact on buying intention.

Hypothesis 4: Perceived behavioral control affected intention to purchase local organic products of consumers in Bangkok. The research result showed that perceived behavioral control did not affect intention to purchase local organic products of consumers in Bangkok. This might be because most of the respondents did not have the financial capability and time to purchase local organic products. Additionally, they might lack of the information regarding where to buy local organic products in the location that they resided. The result of the study was confirmed the previous study of Al-Swidi et al. (2014) which explained that there was no significant relationship between perceived behavioral control and the intention to purchase organic food. However, it was contrast with the previous study of Voon et al. (2011) which found that perceived behavioral control significantly influenced willingness to buy organic food.

Hypothesis 5: Brand positioning affected intention to purchase local organic products of consumers in Bangkok. The research result showed that brand positioning affected intention to purchase local organic products of consumers in Bangkok with significant level at 0.5. This might be because most of the respondents had perceived through advertisements and social media that local organic products had good quality, reasonable price, and were environmental friendly. And local organic products would have matched their personal wants and needs. The result of the study was confirmed the previous study of Suki (2016) which explained that green brand positioning had a positive and significantly impacted on green product purchase intention. Additionally, the research by Heinberg, Ozkaya, and Taube (2017) also confirmed the result of this study that brand positioning as either global or local iconic might raise the

attractiveness of brand source of an advertisement and could enhance source credibility, even if it did not facilitate advertisement frequency.

Hypothesis 6: Price affected intention to purchase local organic products of consumers in Bangkok. The research result showed that price affected intention to purchase local organic products of consumers in Bangkok with significant level at 0.5. Most of the respondents perceived that local organic products had lower price than imported products and they believed that they got a good value for the money they spent on local organic products. Even though there were several Chinese organic products that had lower price than Thai organic products, but the qualities of the products from China still might be questionable or were not trusted. In addition, the respondents were proud and willing to support the organic producers of the country that they resided. The result of the study was confirmed the previous study of Sirieux, Kledal, and Sulitang (2011) which explained that most of the respondents preferred to buy local organic product because it had lower price compared to imported product. Organic products were considered as expensive and only favorable for the rich people. Some respondents thought that organic products were expensive because of their higher quality but if the price was cheaper, the consumption of organic products would be increased. Besides, consumers had no confidence to buy imported organic products because they were more expensive than regular products. Additionally, the study of Alfred and Adekayode (2014) also revealed that 74% of Nigerian population preferred to consume local rice rather than the imported rice because of its relatively cheaper price.

5.3 Recommendations for Managerial Implications

According to the research findings, the recommendations for managerial implication were contributed as follows:

According to the result of the study, price was the factor that had the strongest weight of relative contribution on intention to purchase local organic products of consumers in Bangkok. As local organic products were considered as good quality and being consumed than imported products because of its relatively lower price. Marketers should try to lower the price of the local organic products down to capture larger target audience who might never plan to purchase local organic products, but they might want to purchase them when the prices were low. In addition, this would also help to motivate and influence more consumption in local organic markets among consumers in Bangkok, Thailand.

While the second significant factor was trust affecting intention to purchase local organic products of consumers in Bangkok. Sufficient and reliable labeling and certified logos were important to create consumer trust toward local organic products. So, marketers should provide credible labeling information such as presenting the story of how local organic ingredients were grown, processed, and handled, and got the product certified by the trustful organic institution, this could stimulate consumer trust and lead to purchase intention.

Lastly, brand positioning affected intention to purchase local organic products of consumers in Bangkok. Business owners and entrepreneurs should build the awareness of the local organic products consumption through advertisements and social media. This could be done by emphasized on the benefits and the importance of local organic products consumption toward buyers. For instance, informed the

consumers about the advantage in quality and price of local organic products, and portrayed to the consumers how they had an important role in practicing a green business environment in Thai organic market. Their support would be the driving force for the future of local organic brand productions.

5.4 Recommendations for Future Research

The researcher would like to recommend the additional interesting issues for future research in order to enhance the knowledges which were important to the academic concerns as follows:

This research study was focus only on general organic products, there should be a deeper study in the specific field of organic product such as local organic foods, local organic cosmetics, local organic textiles and so on in Bangkok, in order to create a clearer picture and focal point for the organic producers in the certain industry. Also, this research was conducted in Bangkok only. Therefore, there was more chance for future research, the different provinces in Thailand should be conducted. Since the platforms to purchase organic products in nowadays were so vary and the delivery system was fast and convenient, the consumers could easily purchase the organic products from anywhere over the country. Moreover, supermarkets and convenient stores which organic products were commonly found, were expand to each part of the country. The research in other provinces would help to gain more reliable and generalized results.

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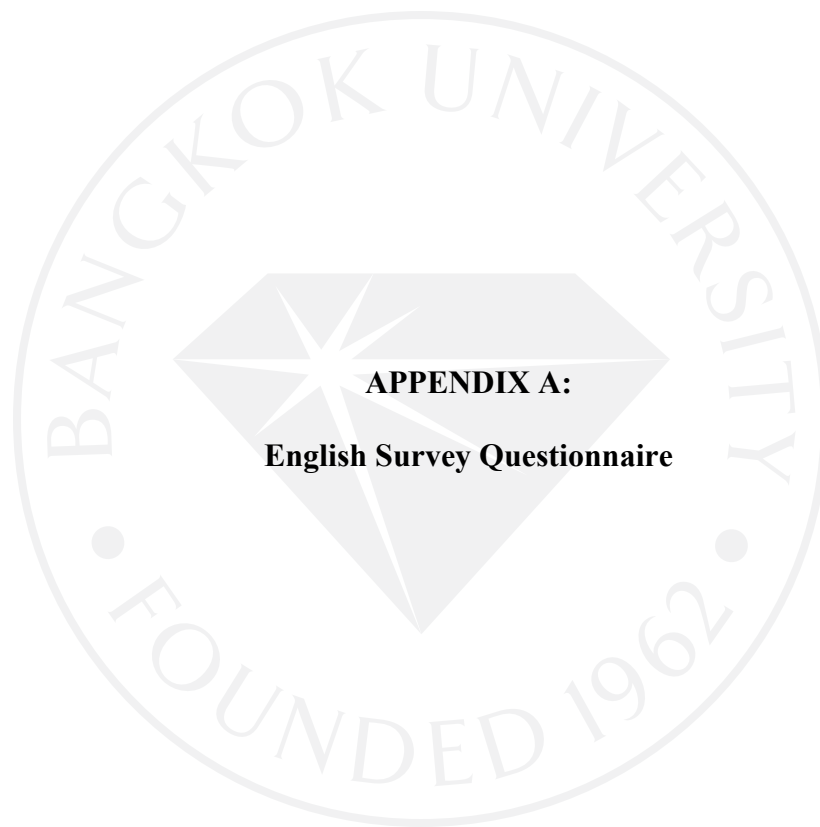
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QUESTIONNAIRE:

Attitude, Trust, Subjective Norm, Perceived Behavioral Control, Brand Positioning, and Price Affecting Intention to Purchase Local Organic Products of Consumers in Bangkok

This survey research was aimed to comprehend the factors affecting intention to purchase local organic products of consumers in Bangkok. This study is a part of BA715: Independent Study, Graduate School, Bangkok University.

I would be appreciated if you could contribute any facts and useful information truthfully by filling out the questionnaire. The information provided will be treated highly confidential and will be used solely for the purpose of academic resources.

Thank you very much for your kind cooperation.

MBA Student, Bangkok University

Part 1: Personal Details

Explanation: Please mark ✓ into ☐ that matches your information the most.

1. Gender

☐ 1) Male

☐ 2) Female

2. Marital status

☐ 1) Single

☐ 2) Married

☐ 3) Divorced

3. Age

☐ 1) Below 18 years old

☐ 2) 18-22 years old

☐ 3) 23-27 years old

☐ 4) 28-32 years old

☐ 5) Above 32 years old

4. Occupation

- | | |
|--|---|
| <input type="checkbox"/> 1) Business owner | <input type="checkbox"/> 2) Government employee |
| <input type="checkbox"/> 3) Company employee | <input type="checkbox"/> 4) Self-employment |
| <input type="checkbox"/> 5) Student | <input type="checkbox"/> 6) Retire |
| <input type="checkbox"/> 7) Other..... | |

5. Monthly income

- | | |
|--|--|
| <input type="checkbox"/> 1) 0 – 15,000 Baht | <input type="checkbox"/> 2) 15,001 – 30,000 Baht |
| <input type="checkbox"/> 3) 30,001 – 45,000 Baht | <input type="checkbox"/> 4) 45,001 – 60,000 Baht |
| <input type="checkbox"/> 5) Over 60,000 Baht | |

Part 2: Experience on Organic Products

Explanation: Please mark ✓ into ☐ that matches your information the most.

1. Type of organic products you are interested to purchase (choose only one)

- | | |
|--|--|
| <input type="checkbox"/> 1) Organic vegetables | <input type="checkbox"/> 2) Organic fruit |
| <input type="checkbox"/> 3) Organic rice | <input type="checkbox"/> 4) Organic coffee |
| <input type="checkbox"/> 5) Organic tea | |

2. Source motivated to purchase organic products (choose only one)

- | | |
|---|---------------------------------------|
| <input type="checkbox"/> 1) Family members | <input type="checkbox"/> 2) Friends |
| <input type="checkbox"/> 3) Neighbors | <input type="checkbox"/> 4) Lecturers |
| <input type="checkbox"/> 5) Self-motivation | |

3. The place you intend to visit for purchasing organic products (choose only one)

- | | |
|--|--|
| <input type="checkbox"/> 1) Supermarket | <input type="checkbox"/> 2) Organic shop |
| <input type="checkbox"/> 3) Organic event market | <input type="checkbox"/> 4) Organic farm |

4. Which type of organic products you prefer to purchase?

- | | |
|---|--|
| <input type="checkbox"/> 1) Local product | <input type="checkbox"/> 2) Imported product |
|---|--|

Part 3: Factors Affecting Intention to Purchase Local Organic Products of Consumers in Bangkok

Explanation: Please mark ✓ the choices that correspond to your opinions.

Indication of your opinion: 5 = Strongly Agree, 4 = Agree, 3 = Neutral,

2 = Disagree, 1 = Strongly Disagree

Factors Affecting Intention to Purchase Local Organic Products of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	←	→	Strongly Disagree	
1. Attitude: ATT					
1.1 Local organic products contain low chemical residues as imported products.	(5)	(4)	(3)	(2)	(1)
1.2 Local organic products are as safe as imported products for consumption.	(5)	(4)	(3)	(2)	(1)
1.3 Local organic products have high quality as imported products.	(5)	(4)	(3)	(2)	(1)
1.4 Local organic products are attractive to consume as imported products.	(5)	(4)	(3)	(2)	(1)
2. Trust: T					
2.1 I think that Thai corporations in the field of organic products are aware of their consumer responsibilities.	(5)	(4)	(3)	(2)	(1)
2.2 I trust the local certified organic products as imported brands.	(5)	(4)	(3)	(2)	(1)
2.3 I trust local organic product labels or logos.	(5)	(4)	(3)	(2)	(1)
2.4 I trust the Thai institutions certifying organic products.	(5)	(4)	(3)	(2)	(1)
3. Subjective Norm: SN					
3.1 The trend of buying local organic products among people around me is increasing.	(5)	(4)	(3)	(2)	(1)

Factors Affecting Intention to Purchase Local Organic Products of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
3.2 The people around me generally believed that it is better to purchase local organic products rather than the imported one.	(5)	(4)	(3)	(2)	(1)
3.3 News and social medias affect my purchase intention of local organic products.	(5)	(4)	(3)	(2)	(1)
3.4 Government supports for local organic products effect my purchase intention.	(5)	(4)	(3)	(2)	(1)
4. Perceived Behavioral Control: PBC					
4.1 I have the financial capability to buy local organic products.	(5)	(4)	(3)	(2)	(1)
4.2 I have time to go for buying local organic products.	(5)	(4)	(3)	(2)	(1)
4.3 I have complete information regarding where to buy local organic products.	(5)	(4)	(3)	(2)	(1)
4.4 Local organic products are available in the location where I reside.	(5)	(4)	(3)	(2)	(1)
5. Brand Positioning: BP					
5.1 Quality and price is important when consumers purchase local organic products.	(5)	(4)	(3)	(2)	(1)
5.2 I get to know local organic brand through advertisements and social media.	(5)	(4)	(3)	(2)	(1)
5.3 Local organic products have matched my personal wants and needs.	(5)	(4)	(3)	(2)	(1)
5.4 I prefer to purchase the products that environmental friendly to my country.	(5)	(4)	(3)	(2)	(1)
6. Price: P					

Factors Affecting Intention to Purchase Local Organic Products of Consumers in Bangkok	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
6.1 The local organic products would be a worthwhile acquisition because it has lower price than imported brand.	(5)	(4)	(3)	(2)	(1)
6.2 The organic products of Thailand are limited choices.	(5)	(4)	(3)	(2)	(1)
6.3 If I purchase local organic product, I am getting a good value for the money I spend.	(5)	(4)	(3)	(2)	(1)
6.4 Beyond the money I save, I feel proud to support the organic producers of the country I reside.	(5)	(4)	(3)	(2)	(1)

Part 4: Intention to Purchase Local Organic Products of Consumers in Bangkok

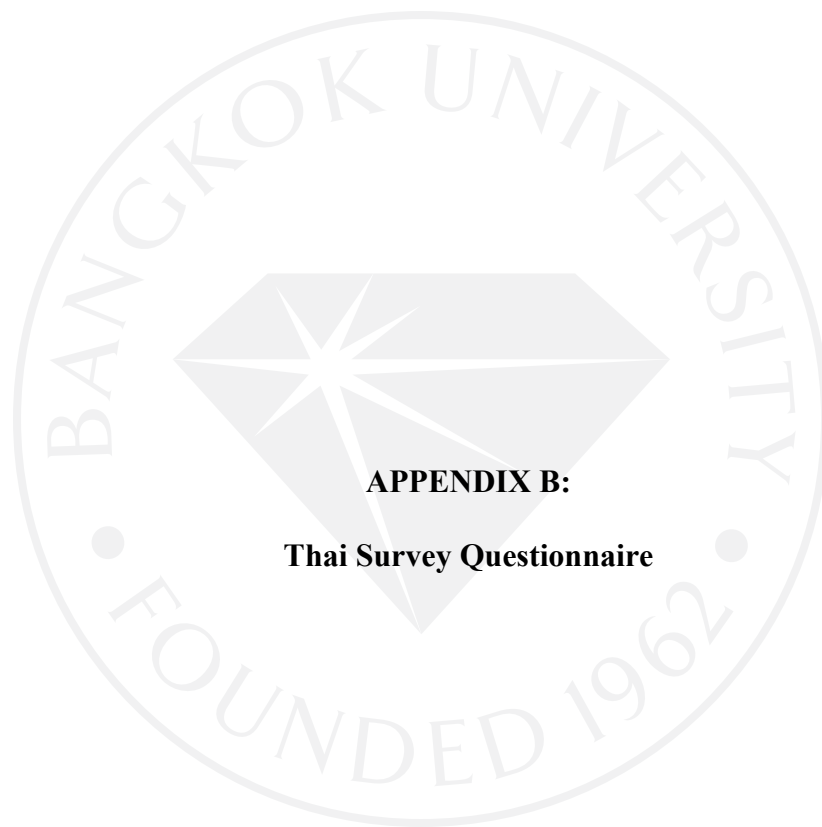
Explanation: Please mark ✓ the choices that correspond to your opinions.

Indication of your opinion: 5 = Strongly Agree, 4 = Agree, 3 = Neutral,

2 = Disagree, 1 = Strongly Disagree

Intention to Purchase Local Organic Products of Consumers in Bangkok (PI)	Level of Opinions				
	Strongly Agree	↔			Strongly Disagree
1. Next time I purchase organic vegetable, I will choose local organic vegetable.	(5)	(4)	(3)	(2)	(1)
2. I intend to invest more into my health.	(5)	(4)	(3)	(2)	(1)
3. I am interested to purchase local organic products.	(5)	(4)	(3)	(2)	(1)
4. I will consume local organic products if they are available for purchase.	(5)	(4)	(3)	(2)	(1)

**** Thank you for your kind cooperation****



แบบสอบถาม

**ทัศนคติ ความไว้วางใจ การคล้อยตามกลุ่มอ้างอิง การรับรู้ความสามารถในการควบคุมพฤติกรรม
ตำแหน่งทางการตลาดของแบรนด์ และราคาที่ส่งผลต่อความตั้งใจซื้อสินค้าออร์แกนิก
ในท้องถิ่นของผู้บริโภคในกรุงเทพมหานคร**

แบบสอบถามชุดนี้ จัดทำขึ้นโดยมีวัตถุประสงค์เพื่อศึกษาปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่นของผู้บริโภคในกรุงเทพมหานคร ซึ่งเป็นส่วนหนึ่งของวิชา บธ. 715 การค้นคว้าอิสระ (Independent Study) ของนักศึกษาระดับปริญญาโท หลักสูตรบริหารธุรกิจมหาบัณฑิต มหาวิทยาลัยกรุงเทพ ทางผู้วิจัยใคร่ขอความร่วมมือจากผู้ตอบแบบสอบถามในการให้ข้อมูลที่ตรงกับความเป็นจริงมากที่สุด โดยที่ข้อมูลทั้งหมดของท่านจะถูกเก็บเป็นความลับและใช้เพื่อประโยชน์ทางการศึกษาเท่านั้น

ขอขอบคุณท่านที่กรุณาสละเวลาในการตอบแบบสอบถามมา ณ โอกาสนี้

นักศึกษาปริญญาโท มหาวิทยาลัยกรุงเทพ

ส่วนที่ 1: ข้อมูลส่วนบุคคล

คำชี้แจง: โปรดทำเครื่องหมาย ☒ ลงใน ☐ ที่ตรงกับข้อมูลของท่านมากที่สุด

1. เพศ

☐ 1) ชาย

☐ 2) หญิง

2. สถานะครอบครัว

☐ 1) โสด

☐ 2) แต่งงานแล้ว

☐ 3) หย่าร้าง

3. อายุ

☐ 1) ต่ำกว่า 18 ปี

☐ 2) 18-22 ปี

☐ 3) 23-27 ปี

☐ 4) 28-32 ปี

☐ 5) มากกว่า 32 ปี

4. อาชีพ

- | | |
|--|--|
| <input type="checkbox"/> 1) เจ้าของกิจการ | <input type="checkbox"/> 2) ข้าราชการ |
| <input type="checkbox"/> 3) พนักงานบริษัทเอกชน | <input type="checkbox"/> 4) อาชีพอิสระ |
| <input type="checkbox"/> 5) นักเรียน นักศึกษา | <input type="checkbox"/> 6) เกษียณอายุ |
| <input type="checkbox"/> 7) อื่นๆ | |

5. เงินเดือน

- | | |
|---|---|
| <input type="checkbox"/> 1) 0 – 15,000 บาท | <input type="checkbox"/> 2) 15,001 – 30,000 บาท |
| <input type="checkbox"/> 3) 30,001 – 45,000 บาท | <input type="checkbox"/> 4) 45,001 – 60,000 บาท |
| <input type="checkbox"/> 5) มากกว่า 60,000 บาท | |

ส่วนที่ 2: การรับรู้เกี่ยวกับสินค้าออร์แกนิก

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงใน ☐ ที่ตรงกับข้อมูลของท่านมากที่สุด

1. ชนิดสินค้าออร์แกนิกที่ท่านสนใจซื้อ (ตอบเพียงหนึ่งข้อ)

- | | |
|---|--|
| <input type="checkbox"/> 1) ผักออร์แกนิก | <input type="checkbox"/> 2) ผลไม้ออร์แกนิก |
| <input type="checkbox"/> 3) ข้าวออร์แกนิก | <input type="checkbox"/> 4) กาแฟออร์แกนิก |
| <input type="checkbox"/> 5) ชาออร์แกนิก | |

2. แหล่งกระตุ้นให้ท่านสนใจซื้อสินค้าออร์แกนิก (ตอบเพียงหนึ่งข้อ)

- | | |
|--|---|
| <input type="checkbox"/> 1) สมาชิกในครอบครัว | <input type="checkbox"/> 2) เพื่อน |
| <input type="checkbox"/> 3) เพื่อนบ้าน | <input type="checkbox"/> 4) ครู อาจารย์ |
| <input type="checkbox"/> 5) ตนเอง | |

3. สถานที่ที่ท่านตั้งใจจะไปซื้อสินค้าออร์แกนิก (ตอบเพียงหนึ่งข้อ)

- | | |
|--|--|
| <input type="checkbox"/> 1) ซูเปอร์มาร์เก็ต | <input type="checkbox"/> 2) ร้านค้าออร์แกนิก |
| <input type="checkbox"/> 3) อีเว้นท์เกี่ยวกับออร์แกนิก | <input type="checkbox"/> 4) ฟาร์มออร์แกนิก |

4. สินค้าออร์แกนิกประเภทใดที่ท่านสนใจซื้อมากที่สุด (ตอบเพียงหนึ่งข้อ)

- | | |
|---|--|
| <input type="checkbox"/> 1) สินค้าออร์แกนิกในท้องถิ่น | <input type="checkbox"/> 2) สินค้าออร์แกนิกนำเข้าจากต่างประเทศ |
|---|--|

ส่วนที่ 3: ปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่นของผู้บริโภคใน

กรุงเทพมหานคร

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงช่องเดียว โดยมีความหมายหรือข้อบ่งชี้ในการเลือกดังนี้: 5 = เห็นด้วยมากที่สุด, 4 = เห็นด้วยมาก, 3 = เห็นด้วยปานกลาง, 2 = เห็นด้วยน้อย, 1 = เห็นด้วยน้อยที่สุด

ปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่น ของผู้บริโภคในกรุงเทพมหานคร	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด				เห็นด้วย น้อยที่สุด
1. ทศนคติ (Attitude: ATT)					
1.1 ท่านคิดว่า สินค้าออร์แกนิกในท้องถิ่นมีสารเคมีตกค้างต่ำ เช่นเดียวกับสินค้าออร์แกนิกที่นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
1.2 สินค้าออร์แกนิกในท้องถิ่นปลอดภัยต่อการบริโภค เช่นเดียวกับสินค้าออร์แกนิกที่นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
1.3 สินค้าออร์แกนิกในท้องถิ่นมีคุณภาพสูงเช่นเดียวกับ สินค้าออร์แกนิกที่นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
1.4 สินค้าออร์แกนิกในท้องถิ่นดึงดูดใจให้บริโภคเช่นเดียวกับ สินค้าออร์แกนิกที่นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
2. ความไว้วางใจ (Trust: T)					
2.1 ท่านคิดว่า บริษัทผู้ผลิตสินค้าออร์แกนิกของไทย ตระหนักถึงความรับผิดชอบต่อผู้บริโภค	(5)	(4)	(3)	(2)	(1)
2.2 ท่านไว้วางใจในสินค้าออร์แกนิกที่ผ่านการรับรองใน ท้องถิ่นเช่นเดียวกับแบรนด์นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
2.3 ท่านเชื่อมั่นในฉลากสินค้าหรือโลโก้ของสินค้าออร์แกนิก ในท้องถิ่น	(5)	(4)	(3)	(2)	(1)
2.4 ท่านเชื่อมั่นในสถาบันที่ให้การรับรองสินค้าออร์แกนิก ของประเทศไทย	(5)	(4)	(3)	(2)	(1)
3. การคล้อยตามกลุ่มอ้างอิง (Subjective Norm: SN)					
3.1 แนวโน้มการซื้อสินค้าออร์แกนิกในท้องถิ่นของผู้คนรอบ ข้างท่านกำลังเพิ่มขึ้น	(5)	(4)	(3)	(2)	(1)

ปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่น ของผู้บริโภคในกรุงเทพมหานคร	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด				เห็นด้วย น้อยที่สุด
3.2 ผู้คนรอบข้างท่านโดยทั่วไปเชื่อว่า การซื้อสินค้าออร์แกนิกที่ผลิตในท้องถิ่นดีกว่าการซื้อสินค้าออร์แกนิกที่นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
3.3 ข่าวสารและสื่อสังคมออนไลน์มีผลต่อความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่นของท่าน	(5)	(4)	(3)	(2)	(1)
3.4 การส่งเสริมสินค้าออร์แกนิกในท้องถิ่นของรัฐบาลส่งผลต่อความตั้งใจซื้อของท่าน	(5)	(4)	(3)	(2)	(1)
4. การรับรู้ความสามารถในการควบคุมพฤติกรรม (Perceived Behavioral Control: PBC)					
4.1 ท่านมีความสามารถทางการเงินที่จะซื้อสินค้าออร์แกนิกในท้องถิ่น	(5)	(4)	(3)	(2)	(1)
4.2 ท่านมีเวลาที่จะไปซื้อสินค้าออร์แกนิกในท้องถิ่น	(5)	(4)	(3)	(2)	(1)
4.3 ท่านมีข้อมูลรายละเอียดเกี่ยวกับสถานที่จัดจำหน่ายสินค้าออร์แกนิกในท้องถิ่น	(5)	(4)	(3)	(2)	(1)
4.4 ในพื้นที่ที่ท่านอาศัยอยู่นั้นมีสินค้าออร์แกนิกในท้องถิ่นวางจำหน่าย	(5)	(4)	(3)	(2)	(1)
5. การวางตำแหน่งทางการตลาดของแบรนด์ (Brand Positioning: BP)					
5.1 คุณภาพและราคามีความสำคัญต่อการพิจารณาซื้อสินค้าออร์แกนิกในท้องถิ่นของผู้บริโภค	(5)	(4)	(3)	(2)	(1)
5.2 ท่านรู้จักแบรนด์สินค้าออร์แกนิกในท้องถิ่นผ่านทางโฆษณาและสื่อสังคมออนไลน์	(5)	(4)	(3)	(2)	(1)
5.3 สินค้าออร์แกนิกในท้องถิ่นตอบสนองความต้องการส่วนตัวของท่าน	(5)	(4)	(3)	(2)	(1)
5.4 ท่านนิยมที่จะซื้อสินค้าที่เป็นมิตรต่อสิ่งแวดล้อม	(5)	(4)	(3)	(2)	(1)
6. ราคา (Price: P)					
6.1 สินค้าออร์แกนิกในท้องถิ่นคุ้มค่าต่อการซื้อเพราะมีราคาถูกกว่าแบรนด์นำเข้าจากต่างประเทศ	(5)	(4)	(3)	(2)	(1)
6.2 สินค้าออร์แกนิกของประเทศไทยมีตัวเลือกน้อย	(5)	(4)	(3)	(2)	(1)

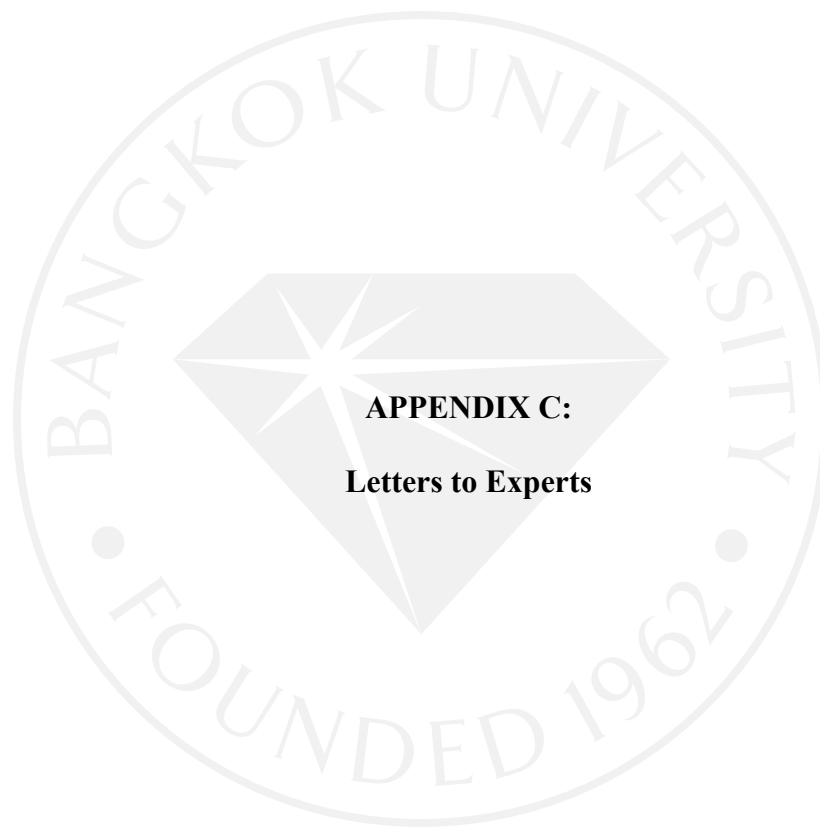
ปัจจัยที่ส่งผลต่อความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่น ของผู้บริโภคในกรุงเทพมหานคร	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด			เห็นด้วย น้อยที่สุด	
6.3 หากท่านซื้อสินค้าออร์แกนิกในท้องถิ่น ท่านจะได้รับ ความคุ้มค่ากับเงินที่จ่ายไป	(5)	(4)	(3)	(2)	(1)
6.4 นอกเหนือจากประหยัดเงินแล้ว ท่านรู้สึกภูมิใจที่ได้ สนับสนุนผู้ผลิตสินค้าออร์แกนิกของประเทศที่ท่าน อาศัยอยู่	(5)	(4)	(3)	(2)	(1)

ส่วนที่ 4: ความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่นของผู้บริโภคในกรุงเทพมหานคร

คำชี้แจง: โปรดทำเครื่องหมาย ✓ ลงในช่องว่างที่ตรงกับความคิดเห็นของท่านมากที่สุดเพียงช่องเดียว โดยมีความหมายหรือข้อบ่งชี้ในการเลือกดังนี้: 5 = เห็นด้วยมากที่สุด, 4 = เห็นด้วยมาก, 3 = เห็นด้วยปานกลาง, 2 = เห็นด้วยน้อย, 1 = เห็นด้วยน้อยที่สุด

ความตั้งใจซื้อสินค้าออร์แกนิกในท้องถิ่น ของผู้บริโภคในกรุงเทพมหานคร (Purchase Intention: PI)	ระดับความคิดเห็น				
	เห็นด้วย มากที่สุด			เห็นด้วย น้อยที่สุด	
1. ครั้งต่อไปที่ท่านซื้อผักออร์แกนิก ท่านจะเลือกซื้อผัก ออร์แกนิกที่ผลิตในท้องถิ่น	(5)	(4)	(3)	(2)	(1)
2. ท่านตั้งใจที่จะลงทุนเพื่อสุขภาพของตนเองมากขึ้น	(5)	(4)	(3)	(2)	(1)
3. ท่านสนใจที่จะซื้อสินค้าออร์แกนิกที่ผลิตในท้องถิ่น	(5)	(4)	(3)	(2)	(1)
4. ท่านจะบริโภคสินค้าออร์แกนิกที่ผลิตในท้องถิ่นหากมี สินค้าวางจำหน่าย	(5)	(4)	(3)	(2)	(1)

**** ขอขอบคุณที่ท่านกรุณาใช้เวลาในการตอบแบบสอบถามครั้งนี้ ****



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 Khlong Toei, Bangkok 10260
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 E-mail: phimwilai.kunk@bumail.net

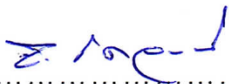
February 3, 2022

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research
 as a part of Independent Study of M.B.A. student at Bangkok University

To Mr. Tritip Telan
 Food Consultant to Singha Kameda Co., Ltd.

I, Chalisa Kunkrom, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities. The information gained will be solely used for academic purposes and I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Mr. Tritip Telan)

Food Consultant to Singha Kameda Co., Ltd.

Signature.....

(Chalisa Kunkrom)

Researcher

206/122 Sukhumvit 50 Road., Phra Khanong,
 Khlong Toei, Bangkok 10260
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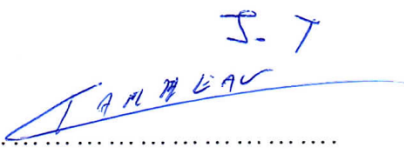
February 3, 2022

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research
 as a part of Independent Study of M.B.A. student at Bangkok University

To Mr. Julien Tanneau
 Manager of Organic Village Shop

I, Chalisa Kunkrom, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities. The information gained will be solely used for academic purposes and I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Mr. Julien Tanneau)

Manager of Organic Village Shop

Signature.....

(Chalisa Kunkrom)

Researcher

206/122 Sukhumvit 50 Road., Phra Khanong,
 Khlong Toei, Bangkok 10260
 Tel.: 0869134281
 E-mail: phimwilai.kunk@bumail.net

February 3, 2022

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Independent Study of M.B.A. student at Bangkok University

To Mr. Kritpol Mekpanuwat
 Deputy Managing Director of All About You, Clean Beauty Shop

I, Chalisa Kunkrom, a Master of Business Administration's student majoring in Business Administration at Bangkok University is conducting a research as a part of Independent Study titled, attitude, trust, subjective norm, perceived behavioral control, brand positioning, and price affecting intention to purchase local organic products of consumers in Bangkok. Due to your expertise in your business, I would like to ask you to review the questionnaire items in terms of wordings and content validities. The information gained will be solely used for academic purposes and I greatly appreciated your kind assistance.

Best Regards,

Signature.....

(Mr. Kritpol Mekpanuwat)

Deputy Managing Director of
 All About You, Clean Beauty Shop

Signature.....

(Chalisa Kunkrom)

Researcher

BIODATA

Name-surname: Miss Chalisa Kunkrom

Date of Birth: December 30, 1992

Place of Birth: Loei, Thailand

E-mail: phimwilai.kunk@bumail.net

Address: 206/122 The Link 2, Sukhumvit 50 Road,
Phra Khanong, Khlong Toei, Bangkok, Thailand

Educational Background: Bachelor Degree in Communication Design,
School of Fine and Applied Arts, Bangkok
University, Thailand

Work Experience:

2020 - Present	Executive Secretary	Golden Sand Mine Co., Ltd.
2019 - 2020	Assistant to the CEO	Noble Restaurant Co., Ltd.
2018 - 2019	Graphic Designer	Flexi Lexi Fitness Co., Ltd.
2015 - 2018	Business Coordinator	Naewkid Phattana Co., Ltd.