

## Consumer Behavior in Buying Organic Product: A Case Study of Consumer in the Bangkok Metropolis and Vicinity

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**Abstract :** The objectives of this study were to investigate 1) consumers' behaviors in buying organic products; and 2) the relationships between personal factors, cultural factors, social factors, psychological factors and marketing mix factors, and the behavior in buying organic products of consumers in the greater Bangkok metropolitan area. The sample group was 400 consumers at the age of 15 and older, who bought organic agricultural products from green markets and green shops in Bangkok, including its suburbs. The data were collected by using a questionnaire, which were analyzed by descriptive statistics and chi-square test. The results showed that the consumers bought 3 - 4 types of fresh vegetables with a total expenditure of less than 499 Baht each time. They purchased organic products mainly at a supermarket, 2 - 4 times per month, most frequently on Sundays, which took less than 30 minutes of shopping each time. The purpose of the purchase was for self-consuming. Gaining or retaining good health was the reason for the consumption of the products. Additionally, the first considered factor in the organic product selection was the quality. The decisions in purchasing the products were made directly by consumers, who were influenced mainly by advertising media on television. For the relationships among personal, cultural, social, psychological and marketing mix factors, and consumers' behavior in buying organic products, the results showed the following: 1) personal factors, which were gender, age and educational level, were related to the behavior in terms of "What", "Why", and "Where" the consumers bought organic products ( $p < 0.05$ ); 2) cultural factors were related to "Why" the consumers bought organic products ( $p < 0.05$ ); 3) social factors were related to "Where" and "How" the consumers bought organic products ( $p < 0.05$ ); 4) psychological factors were related to "When" the consumers bought organic products ( $p < 0.05$ ). 5) For the marketing mix factors, "Product" was related to "Who participated" in buying, "What" and "Where" the consumers bought organic products ( $p < 0.05$ ), while "Price" was related to "What" and "When" the consumers bought organic products ( $p < 0.05$ ). "Place" was related to "What" and "How" the consumers bought organic products ( $p < 0.05$ ). Furthermore, "Promotion" was related to "What" and "Where" the consumers bought organic products ( $p < 0.05$ ).

**Keywords :** consumer behavior, organic products, Bangkok Metropolis and Vicinity

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