

Title Consumer Behavior toward Pesticide-Free Vegetables in Bangkok, Thailand
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Abstract

This research aims to study the attitudes of consumers of pesticide-free vegetables and examine the interaction between personal factors and behavior in the decision of consumers to buy pesticide-free vegetables. Research questionnaire data were collected during March-May, 2001, from 400 consumers of pesticide-free vegetables living in the Bangkok metropolitan area. Descriptive statistics are given in terms of percentage, mean, standard deviation, and proof of hypothesis by statistical chi-square with a confidence level of 95%. The results show that consumers in the Bangkok metropolis mostly preferred to purchase other pesticide-free vegetables to replace the wanted pesticide-free vegetables that were not available. The decision to buy vegetables not labeled pesticide-free depends on age, level of education, and occupation. The education level and the total income of the family had the greatest influence on the attitude of consumers with respect to the purchase of pesticide-free vegetables.