Sustainable Green Market Consumption in Thailand: Teenagers' Perception and Attitudes

Waripas Jiumpanyarach, Ph. D.
School of Agricultural Resources,
Chulalongkorn University, Thailand

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Topics

- Introduction
- Aims of Study
- Methodology
- Data
- Results
- Conclusion

Introduction

- Demand of healthy and valued foods such as organic foods, functional foods, and nature food have increased worldwide because consumers increasingly concerned about their health and quality of food.
- Teenagers' consumers had different eating habits, their habits were challenges for food choices motive among teenagers' attitudes in society
- Teenagers' attitudes expected to be a major factor in sustainability of green food markets. Teenagers' purchasing power would impact healthy food market in future

Aims of Study

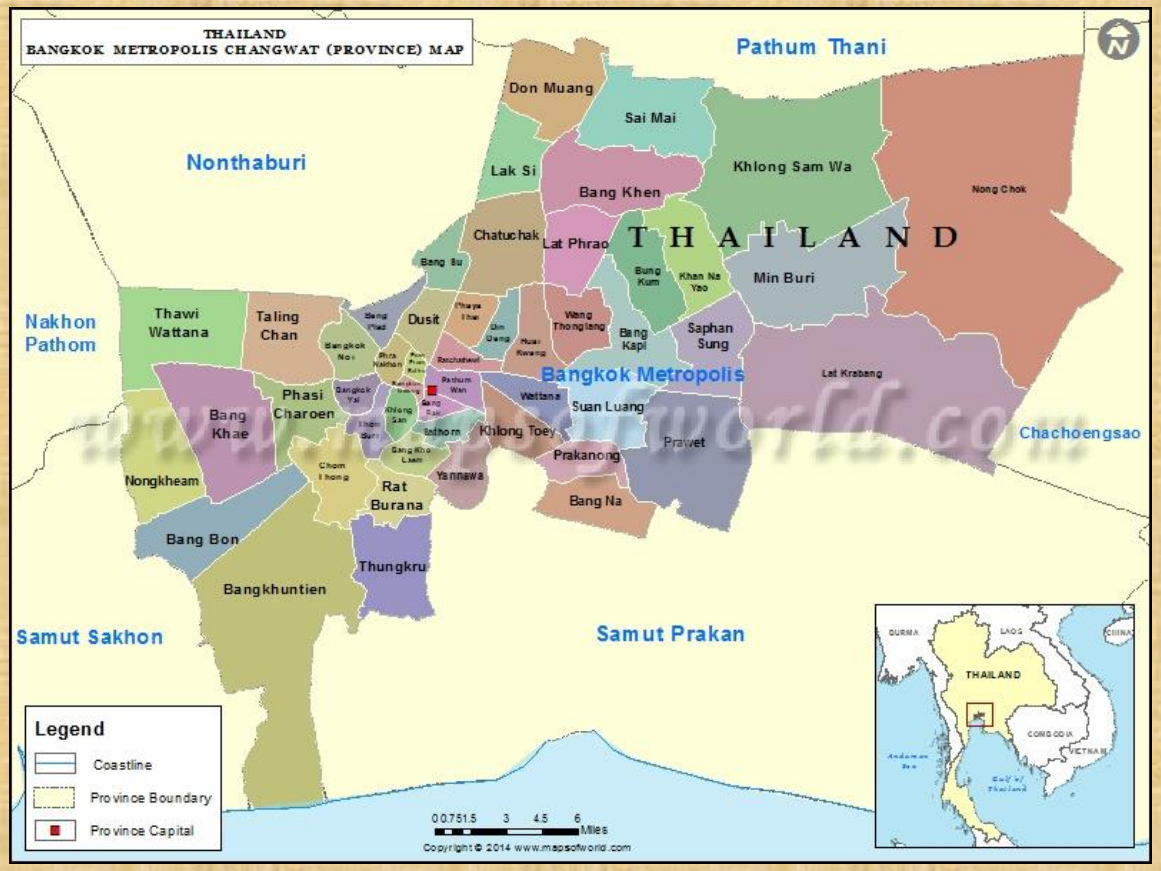
- To investigate teenagers' preferences, attitudes, and purchasing power towards organic foods in the markets
- To investigate influences of consumers' choice and purchasing intentions on organic foods
- To investigate of willingness to pay for teenagers in Bangkok and safety foods in the market in the future.

Methodology

- Probit model and Regression model was used to analyzed
- Analysis
  - The willingness to pay for organic foods and their attitudes toward organic food in the market among teenagers.
  - The attitudes toward organic products would measure
  - The impact of the teenagers' behaviors change in the future green markets

Data

- The questionnaires were collected in Bangkok from 517 teenagers during 2013-2014.
- The questionnaires collected the willingness to pay for conventional and organic products and demographic and socioeconomic
- The information from Department of Internal Trade, Ministry of Commerce, Costume department, Ministry of finance, the office of agricultural economics, Ministry of Agricultural and Cooperative, Thailand.


THAILAND
BANGKOK METROPOLIS CHANGWAT (PROVINCE) MAP
Pathum Thani
Nonthaburi
Nakhon Pathom
Samut Sakhon
Samut Prakan
Chachoengsao
Bangkok Metropolis
THAILAND
Don Muang
Sai Mai
Khlong Sam Wa
Nong Chok
Lak Si
Bang Khen
Chatuchak
Lat Phrao
Bang Su
Bung Kum
Khan Na Yao
Min Buri
Thawi Wattana
Taling Chan
Dusit
Wang Thonglang
Bang Kapi
Saphan Sung
Lat Krabang
Phasi Charoen
Bang Khae
Wattana
Suan Luang
Khlong Toey
Prawet
Prakanong
Bang Na
Nongkheam
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- The estimated model is

$$Y_i = \beta_0 + \beta_1 GEN + \beta_2 AGE + \beta_3 INCOMEG + \beta_4 INCOMEW + \beta_5 INCOMEF + \beta_6 SOURCE + \beta_7 PLACE + \beta_8 THINK + \beta_9 LIKE + \beta_{10} PORKHIGHP + \beta_{11} OPINIONORG + \varepsilon_i$$

$$where, Y_i = Price\ of\ Products\ i = pork, egg, beef, milk, swamp\ cabbage$$

$$GEN = Gender, AGE = Age, INCOMEG = Income\ from\ Gardian,$$

$$INCOMEW = Income\ from\ Work, INCOMEF = Income\ from\ Funding,$$

$$SOURCE = Source\ of\ Food, PLACE = Place\ of\ Buying\ Food,$$

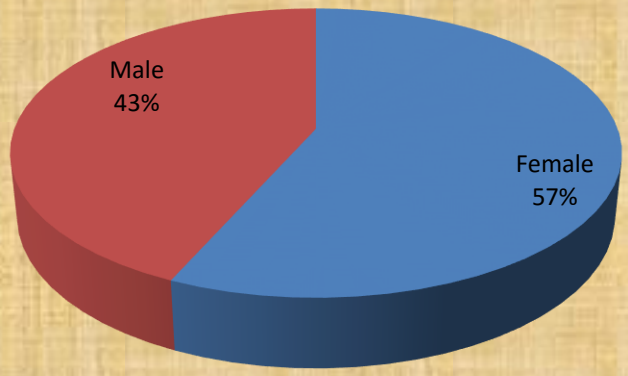
$$THINK = Levels\ of\ Organic\ opinion, LIKE = Level\ of\ Organic\ consumption\ decision,$$

$$PORPHIGHP = Opinion\ of\ high\ organic\ price, OPINIONORG = Organic\ opinion$$

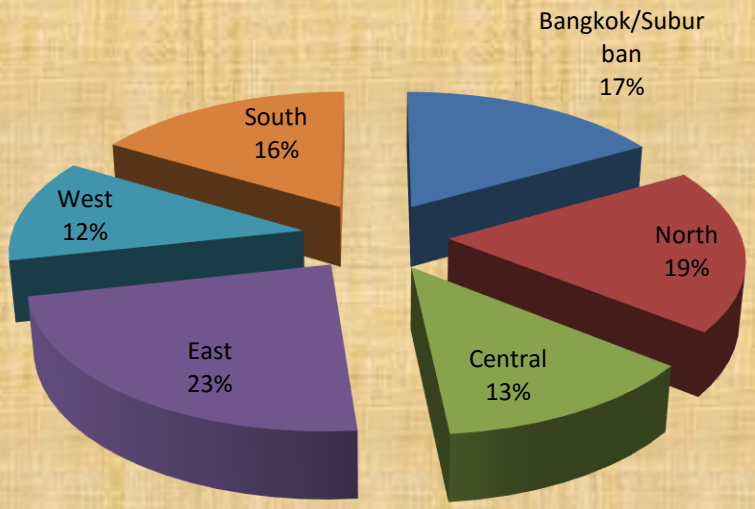
Results

Socioeconomics

Gender of respondents



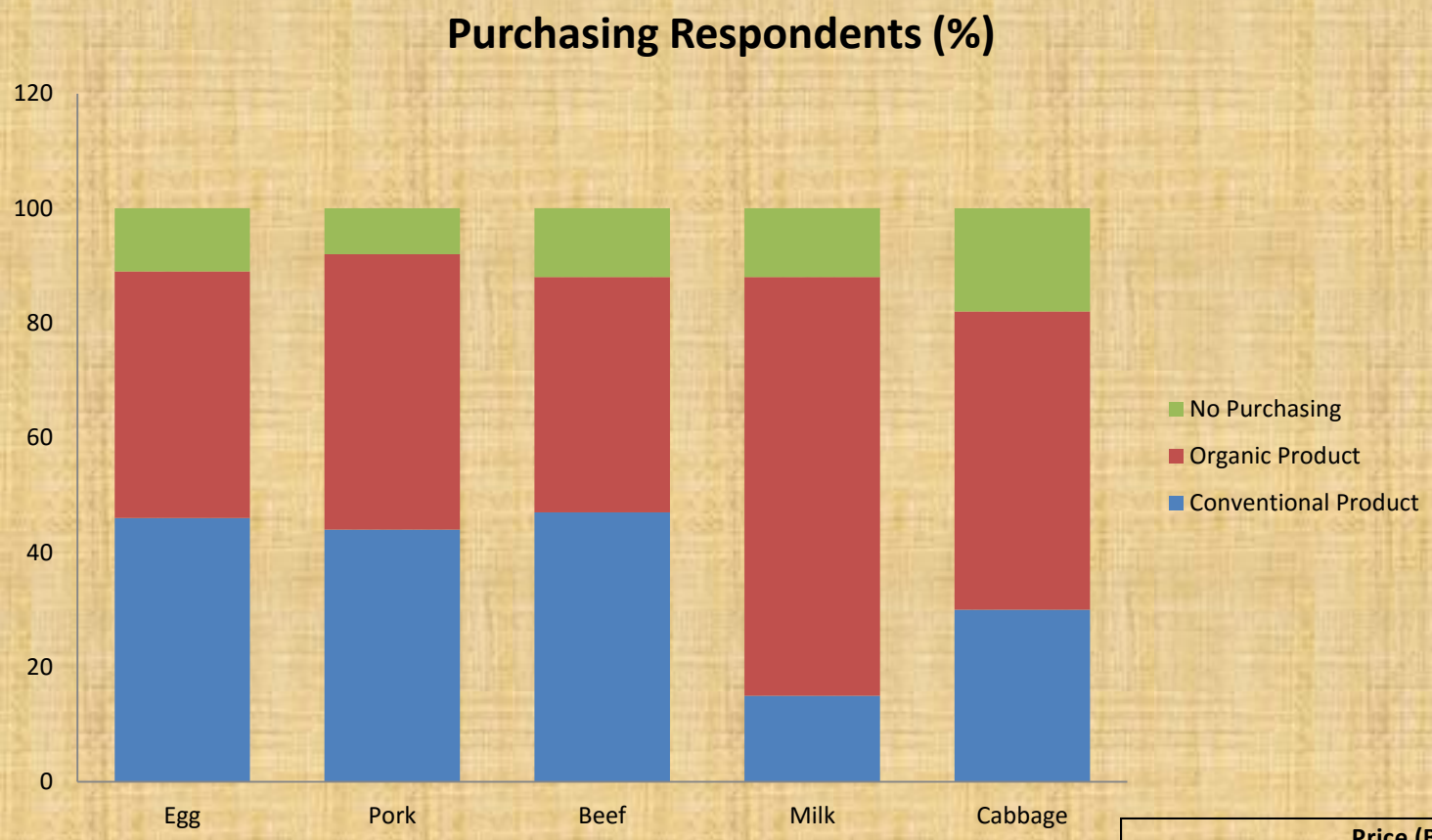
Hometown of respondents



Age between 17-25

Sources of income (per month)						
	<1,000	1,000-2,000	2,001-3,000	3,001-4,000	4,001-5,000	>5,000
Guardian	9.07	8.31	7.56	9.07	17.13	46.62
Funding	1.5	4.79	1.76	14.61	3.27	3.02
Extra work	6.3	6.3	1.26	2.27	0.5	2.27

Purchasing Respondent



Price (Baht)		
	Conventional Product	**Organic Product**
Egg	39-42	52-60
Pork	150-165	250-270
Beef	70-80	145-170
Milk	13-20	65
Cabbage	5-10	25-27

Attitude

Purchasing Attitudes							
Purchasing Places	**Percentage**	**Purchasing Decision**	**Percentage**	**Organic Purchasing**	**Percentage**	**Organic Prices**	**Percentage**
Fresh market	17	Brand	8	Quality	18	technology Production	10
Super market	43	Products	40	Healthy	50	Low productivity	33
Convenient Store	32	Production Places	21	Promotion	13	Small Farmers	18
Farms	2	Quality and Safety	18	Convenient	17	High cost of Production	15
Others	6	Others	13	Others	2	Others	24

Foods were purchased from supermarket rather than fresh market because supermarkets were major places for city life. Their decisions were based on quality and health

Relationships between willingness to pay for organic products, socioeconomics, and attitude of the respondents

Parameter	Organic Egg	Organic Pork	Organic Beef	Organic Milk	Organic Cabbage
Intercept	-3.5734**	-2.5829**	-2.6503**	-1.6930*	-0.7863
	(0.8895)	(0.9129)	(4.4595)	(0.9340)	(0.9240)
GEN	0.0250	0.1459	0.1681*	0.0589	-0.1827*
	(0.1074)	(0.1103)	(0.1113)	(0.1134)	(0.1122)
AGE	0.1264**	0.0965**	0.0764**	0.0665	0.0364
	(0.0432)	(0.0445)	(0.0448)	(0.0458)	(0.0453)
INCOMEG	-0.0045	-0.0366	-0.0447	-0.0187	-0.0613*
	(0.0315)	(0.0322)	(0.0324)	(0.0333)	(0.0328)
INCOMEW	-0.0227	-0.0542	-0.0112	-0.0368	-0.0576
	(0.0422)	(0.0433)	(0.0437)	(0.0443)	(0.0438)
INCOMEF	0.0028	0.0602*	-0.0265	-0.0254	-0.0061
	(0.0326)	(0.0334)	(0.0335)	(0.0343)	(0.0337)
SOURCE	-0.0396	-0.0140	0.0197	-0.0631	-0.0407
	(0.0447)	(0.0458)	(0.0460)	(0.0473)	(0.0465)
PLACE	-0.1429**	-0.0601**	-0.0557**	0.0030	-0.0374
	(0.0273)	(0.0275)	(0.0276)	(0.0284)	(0.0279)
THINK	0.1519**	0.0692**	-0.0806**	0.1116**	0.1176**
	(0.0277)	(0.0277)	(0.0280)	(0.0290)	(0.0284)
LIKE	-0.1889**	-0.3240**	-0.3868**	-0.4833**	-0.4243**
	(0.0602)	(0.0624)	(0.0634)	(0.0668)	(0.0651)
OPORPHIGHP	-0.0286	0.0200	-0.0033	-0.0405*	-0.0859**
	(0.0228)	(0.0235)	(0.0235)	(0.0241)	(0.0238)
OPINIONORG	-0.1461**	-0.1018**	-0.0949**	-0.1284**	-0.1181**
	(0.0362)	(0.0367)	(0.0368)	(0.0384)	(0.0374)

** Denotes Significant at 5 % Level * Denotes Significant at 10 % Level

- The respondents were 517 teenagers in Bangkok.
- The Probit model showed majority of the respondents preferred organic egg, organic pork, organic milk, and organic cabbage.
- Teenagers were willing to purchase organic products to conventional products.
- The consumers were willingness to pay for organic products depended upon their opinions and availability of organic foods.

- The teenagers would not purchase conventional products higher price than organic products.
- Their major incomes were from the guardians thus consumption was based on attitudes and their budget.
  - The attitudes to purchase depended upon expectation and individual behaviors.
  - The respondents believed that organic foods were good for health and natural; they would more intend to purchase organic foods.

Conclusion

- The willingness to pay for organic foods with positive attitudes comparing to conventional foods was higher price
- The respondents were willingness to pay for the higher price of organic products but they were limited by their budget
  - The purchasing attitude was controlled by their parents.

- Teen consumers intended to purchase organic foods determined by purchasing attitudes, behaviors, and budget.
  - The teen consumers had positive attitudes to purchase green and organic foods in the supermarket.
  - Their organic attitudes were positively without budget, these showed that powerful marketing of green products in the future market.
  - Natural contents, environmental value, political values, and regions impacted on consumers' motive in the green markets.

- Teenagers’ food choice applied to their social status and society and culture affected food personalities
- Communication influenced foods’ demand in teenagers’ society. Marketing was a major channel to communicate among them.
- Branding and quality of foods were another foods’ choice
- Strategies of teenagers’ food had relationships with social status, gender, and age

- Teenagers were willingness to pay for healthy foods towards organic products.
  - Attitudes and behaviors explained characteristics of green food value and demand in the market
  - Food choices motives and food knowledge were other predictions of sustainable food behaviors also price affected changing in food demand as same as socio-demographic
  - Policy and marketing recommendation was better for stimulating sustainable food consumption among teenagers which could make green market sustainability.

Thank you