

Burin Sirichaiphan 2019: Segmentation of vegetable consumers by lifestyles and self-concepts. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Thesis Advisor: Assistant Professor Ajchara Kessuvan, DBA. 89 pages.

This research aims to study and segment vegetable consumers in Bangkok Metropolitan. The consumer's demographics, lifestyle, behavior, self-concept, marketing mix and knowledge about vegetable product are studied. The sample are collected from 400 vegetable consumers living in Bangkok Metropolitan. From the analysis, it was found that most vegetable consumers are female, aging below 40 years old, obtaining bachelor degree, working as company employee with income less than 40,000 baht per month. The respondent considered safety as the first reason to purchase vegetables. They usually purchase 1-2 transactions per week at the fresh market. The vegetable that needed to be cooked such as kale and morning glory was the most favorite type. Family member most influenced on the decision to purchase vegetables. Safety vegetable was the most favorable, followed by organic vegetable, hydroponic vegetable and general vegetable. In addition, the respondents focused most on the control of safety standard and freshness of vegetable product. The others were packaging, value price and safety of the vegetable. The segmentation analysis used two-step cluster analysis was conducted. It was found that the consumers were divided into 4 groups; 1) Young generation group who concerned for health. This group preferred exercising and considered taste as the first factor influencing purchase decision. 2) Healthy and simplicity group who preferred healthy foods and easily make a decision to purchase. This group would purchase the safe vegetable as the first choice. 3) Healthy and selective group who preferred healthy foods and focused on the quality of vegetable. This group would purchase the organic vegetable as the first choice. 4) Selective group who concerned for personal image. This group has limited knowledge about each type of vegetable. They preferred healthy foods and quality of vegetable when decided to purchase. They had a good taste and concerned for social image when purchasing vegetable. The results from this segmentation would provide a guideline for the business to develop more effective marketing strategies.

_____ / /
Student's signature Independent Student Advisor's signature