

และเห็นด้วยกับโครงการรณรงค์ให้ใช้ภาชนะบรรจุจากชานอ้อยทดแทนการใช้โฟมและพลาสติก (ค่าเฉลี่ย = 4.61)

จากการทดสอบสมมติฐาน พบว่าปัจจัยที่มีความสัมพันธ์ต่อความคิดเห็นของผู้บริโภค ในอำเภอเมืองเชียงใหม่ต่อการใช้ภาชนะบรรจุจากชานอ้อยทดแทนการใช้โฟมและพลาสติก ได้แก่ อายุ ระดับการศึกษา อาชีพ รายได้ การประชาสัมพันธ์ การให้ข้อมูลของภาครัฐและเอกชนอย่างมีนัยสำคัญทางสถิติ ($p < 0.05$)



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Independent Study Title	Opinions of Consumers in Mueang Chiang Mai District Towards Utilization of Packaging Made from Bagasse as an Alternative Replacement for Foam and Plastic
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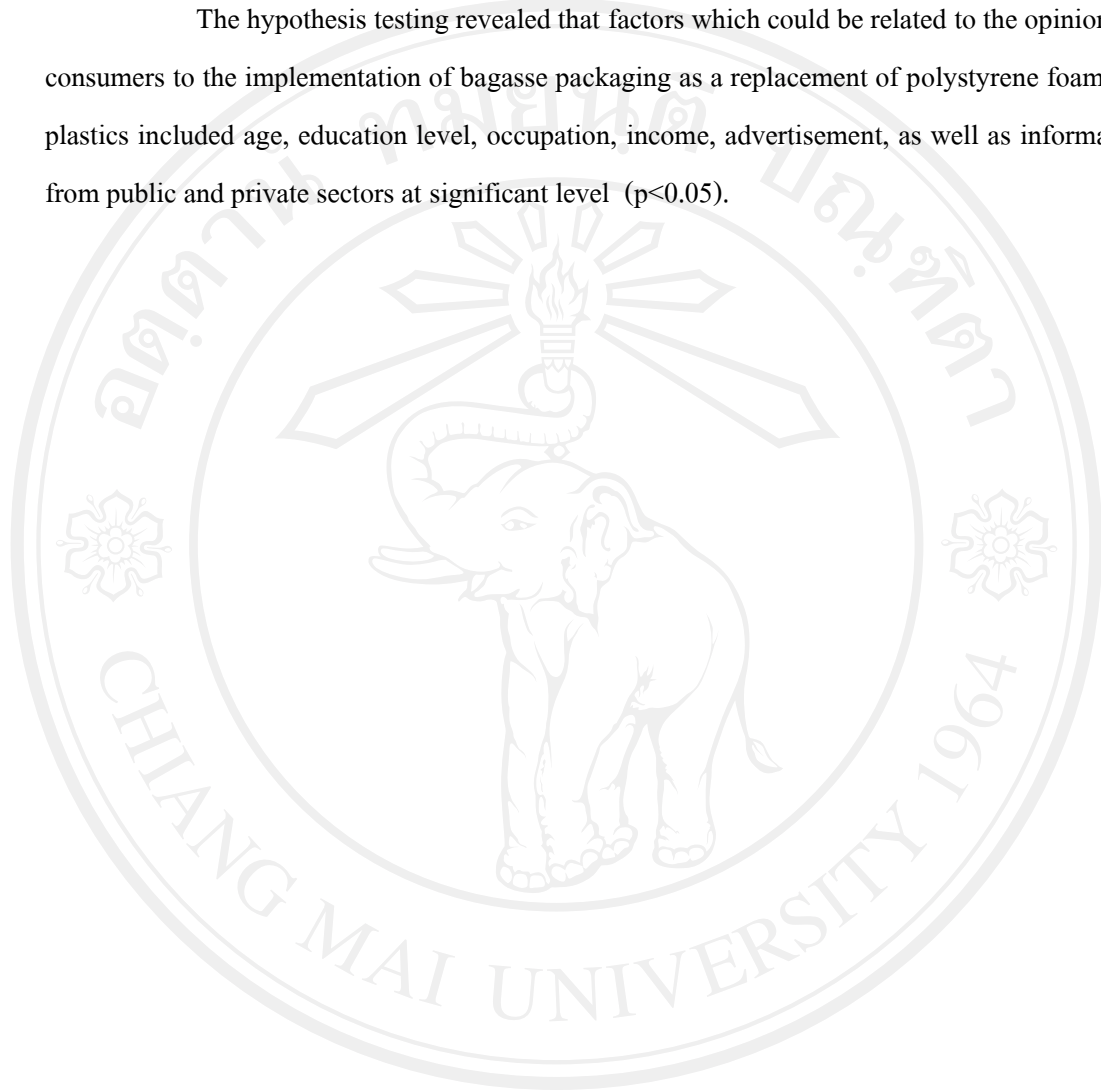
ABSTRACT

The purpose of this research was to study the opinions of consumers in Mueang Chiang Mai district towards utilization of packaging made from bagasse as an alternative replacement for foam and plastic. For this study, the purposive sampling was used to select 400 Thai consumers in Thapae walking street by collection of questionnaires. SPSS program was used for data analysis. The statistical analysis was done by frequency, percentage, minimum, maximum, average Chi-square analysis and LSD.

The result showed that the majority consumers were female with the age range of 31-40 years old. Most of the consumers had single marital status with a bachelor degree education level. Half of the surveyed population had experience with the usage of bagasse packaging with different types of products. The respondents reported that the main place for using bagasse packaging was at Thapae walking street in Chiang Mai city. Most of the respondents were influenced by the advertisement regarding bagasse packaging from both public and private sectors. The principal source of information was from the internet and sellers. The consumers who had the experience with bagasse packaging had a high level (mean = 2.41) of understanding of using bagasse packaging as a replacement of polystyrene foam and plastics. The respondents also opined that bagasse packagings should be used instead of polystyrene foam and plastics at

the highest level (mean = 4.39). They also agreed with the campaign of using bagasse packaging as a replacement of polystyrene foam and plastics (mean = 4.61).

The hypothesis testing revealed that factors which could be related to the opinions of consumers to the implementation of bagasse packaging as a replacement of polystyrene foam and plastics included age, education level, occupation, income, advertisement, as well as information from public and private sectors at significant level ($p < 0.05$).



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