

**INTENTION TO BUY OTOP FOOD PRODUCTS AMONG  
CONSUMERS IN NONTHABURI PROVINCE**

**RAJITPHAN JANTARACH**

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RAJITPHAN JANTARACH 4937999 ADPM/M

M.P.H.M. (PRIMARY HEALTH CARE MANAGEMENT)

THESIS ADVISORS: JUTATIP SILLABUTRA, Ph.D., SIRIKUL ISARANURUG,  
M.D., Dip. Thai Board of Pediatrics

ABSTRACT

A cross-sectional study was conducted in three hypermarkets in Nonthaburi Province to determine the intention of consumers to buy OTOP food products. Data was collected using self-administrated questionnaire from 264 respondents whose ages were between 18 and 60 years and who came to hypermarkets during 21<sup>st</sup> January to 31<sup>st</sup> January 2007. Chi-square and Fisher's Exact Test were used to analyze factors associated with the intention to buy OTOP food products.

The results indicated that 93.94% of the respondents had intended to buy OTOP food products for themselves and for others. The majority of the respondents was 21-30 years old, female, business employees/laborers and held bachelor's degree. Most of the respondents had a high level of knowledge about OTOP food products (70.83%), and a positive attitude towards OTOP food products (59.47%). OTOP food products were difficult to access (70.45%), and selling places for OTOP food products were not available (58.33%). Most of the respondents had a high social support towards OTOP food products (67.05%). More than 80% of the respondents had received information about OTOP food products, and had consumed OTOP food products. The significant factors associated with the intention to buy OTOP food products were knowledge of OTOP food products, attitude towards OTOP food products, availability of selling places for OTOP food products and social support towards OTOP food products at p-value < 0.05.

This study reveals that consumers who had access to selling places for OTOP food products had an intention to buy OTOP food products. Therefore, more selling places for OTOP food products should be constructed. Thai images of OTOP food products should also be created and provide more information about OTOP food products through various media especially by word of mouth.

KEY WORDS: INTENTION/ OTOP FOOD PRODUCTS/ CONSUMERS