

Comment on organic vegetable

The research question is what factors do not make people shift behavior to eat vegetables in Bangkok. The method that they used to conduct the analysis is by collecting data through online survey which they divided their variables into 8 factors which are demographic, price, quality, willingness to pay, accessibility, taste, lifestyle and surrounding. The type of the data is a cross-sectional data.

The type of model that they used are probit and ordered probit estimation. To be more precise, probit model is aim to find the purchase intention of people that buy an organic product or not therefore, this model is suitable to be used because it yields binary outcomes which are buy or not buy. Moreover, for percentage consumption of organic vegetable, they decided to use the ordered probit estimation because they would like to find the probability of consumption the organic vegetable per week which outcomes yield in terms of frequency therefore, ordered probit is appropriate to be used.

For the result part, they run all independent variable to see how each factor affect the decision to buy or not. But I think it is better to show the marginal effect rather than the coefficient that they did because we would like to see how each factor affect the probability. After they knew which factor impacts the decision then they try to find the percentage frequency that each respondent buy the organic vegetable and they should show the marginal effect rather than the coefficient.

The result showed that their research is in contrast with the literature review that price will have the highest influence on consuming decision however, it is surprisingly that in their study is not significant. But the factors that affect in both models are lifestyle factors.

The question is interesting to study because Thai people are more concern about healthy but they still have mis understanding about organic foods and healthy foods therefore, this research can show how different they are. The benefit that we got from this paper is we know that if we are the seller what distribution channel we should sell. Moreover, we know that price is insignificant for the decision if we target the right group.

The method that adopt in this paper is appropriate to conduct the data because they use online survey to gather the data. However, I would like to suggest that you should ask the frequency to eat rather than frequency to purchase because the majority of respondent is in school. Therefore, they might not be the one who do a grocery shopping. Moreover, I think occupation might be the factor that impact the decision to purchase therefore they should include this variable.

The results are convincing since they show how each factor impact on the decision moreover, they also show the significant level which enhance the reliability of the result.