

Organic Vegetables

This paper tries to find which factors have impacts on the decision making process for people to buy or not to buy organic vegetables in Bangkok. The hypothesis that the authors made was whether price and accessibility have the highest influence on consuming decisions. The econometric models they used are Probit and Ordered Probit models. The Probit model is used to test whether the factors included in the equation have a significant impact on the decision of people to buy or not to buy organic vegetables. While the Ordered Probit model was used to find the impact of the variable of the density of percentage consumption of organic vegetables per week. The type of data that they used was cross-sectional data by using data from survey and research. The variables included in these models were age, education, income and gender, price, quality, accessibility, taste, surrounding, lifestyle consumption and behaviour consumption. After running these variables through both models the result showed that organic lifestyle consumption, other organic product consumption and willingness to pay were significant in both models.

The methods adopted in this paper were appropriate because they used both probit and ordered probit models to test the equations. But it would be better if they categorize the income level among all age groups. Because from the demographic information, gen Z was the highest proportion in the age group of the sample while low income level was the highest percentage of income group which can imply that most of gen Z was the group that received low income level. Moreover, this group has not already worked yet. So, the income that they put in the survey can be the money that was given by their parents. But in reality middle to high income consume organic food more than low income as the price of organic vegetables is quite high when compared to other vegetables in the market. So, it can create some bias to the income factor in the equation.