

TITLE The Attitude of Food Raft Entrepreneur Toward Using
Green Product
AUTHOR Pornpimon Sritharet
UNIVERSITY Mahasarakham University **DATE** 2021

ABSTRACT

The purpose of this research was to analyze factors affecting green product use behavior of food raft entrepreneurs. The sample in this research was 163 food raft entrepreneurs in Ubon Ratchathani Province, Thailand, who were recruited to investigate the structural equation model of factors affecting green product use behavior. The data were collected through a 26-item rating scale questionnaire with four continuous latent variables, namely (1) environment problem attitudes, (2) environment problem understanding, (3) green product purchase intention, and (4) green product use behavior. Structural equation model analysis was conducted to identify factors that play an important role in green product use behavior of food raft entrepreneurs. The reliability and validity of the instrument were verified. The findings revealed that food raft entrepreneurs' environment problem attitudes (AT) can predict their environment problem understanding (UN) and green product purchase intention (IN). In addition, green product use behavior (BE) can be predicted by their environment problem understanding and green product purchase intention.

Keywords: Attitude, food raft entrepreneur, green product