

CONTENTS

	Page
ACKNOWLEDGEMENTS	c
ENGLISH ABSTRACT	d
THAI ABSTRACT	f
LIST OF TABLES	j
LIST OF FIGURES	k
LIST OF ABBREVIATIONS	l
 CHAPTER 1 INTRODUCTION	 1
1.1 General background	1
1.2 Relevance and applicability of the study	4
1.3 Objectives and research questions	5
1.4 Structure	7
 CHAPTER 2 REVIEW OF RELATED LITERATURE	 9
2.1 Ethical consumption and food choice	9
2.2 Organic labelling	12
2.3 Local purchasing	14
2.4 Relevance of information availability	16
2.5 Modified scoring model of ethical consumption goals	19
 CHAPTER 3 RESEARCH METHODOLOGY	 24
3.1 Assessment of relevant ethical consumption goals	27
3.2 Analysis of relationships between target criteria	32
 CHAPTER 4 RESULTS	 35
4.1 Framework of Ethical Consumption Goals	35
4.2 Relationships between target criteria	45

CONTENTS (Continued)

	Page
CHAPTER 5 CONCLUSIONS	59
5.1 Framework of Ethical Consumption Goals	59
5.2 Relationships between consumption goals	65
5.3 Technical applicability for a modified scoring model	70
CHAPTER 6 CONCLUSIONS AND FUTURE RESEARCH	75
6.1 Conclusions	75
6.2 Future Research	78
REFERENCES	80
APPENDIX	86
Appendix I Assessed studies in the integrated research review	87
Appendix II Consumption goals sorted by ethical Food Choice Motives	98
Appendix III Ethical consumption goals sorted by relationship types	101
CURRICULUM VITAE	106

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved

LIST OF TABLES

	Page
Table 1 Relationships between target criteria	22
Table 2 Food Choice Motives and Example Items	30
Table 3 Example of a hierarchical Framework of Ethical Consumption Goals	31
Table 4 Relationships between ethical consumption goals on value level	34
Table 5 Framework of Ethical Consumption Goals	42
Table 6 Framework of Social Consumption Goals	44
Table 7 Perceived relationship types	47
Table 8 Relationships between ethical target criteria	50
Table 9 Relationships between ethical and non-ethical target criteria	51
Table 10 Relationships between social and ethical target criteria	53
Table 11 Relationships between social and non-ethical target criteria	54
Table 12 Relationships between Local/organic and ethical target criteria	55
Table 13 Relationships between Local/organic and non-ethical target criteria	56

LIST OF FIGURES

	Page
Figure 1 Role of knowledge and information seeking in a decision-making process	18
Figure 2 Methodological Framework	26



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved

LIST OF ABBREVIATIONS

FCQ	Food Choice Questionnaire
FCM	Food Choice Motive
FM	Farmers' market
GM	genetically modified
GMO	genetically modified organism
IFOAM	International Federation of Organic Agriculture Movements
TPB	Theory of Planned Behaviour
VBN	Value-Belief-Norm theory



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright© by Chiang Mai University
All rights reserved