

Vanita Boonchom and Watchara Chiangkul. (2021, January-June), Map Behavior Affects People's Intention to Use Cloth Bags in Shopping in Khon Kaen Province: Journal of Management Science. Prince of Songkla University. 38 (1) : 56-80

The results of the research concluded that gender, education level, income, attitude towards behavior expectation, perception of control over attention behavior and perception of behavior control in promoting activities influenced intention to use cloth bags in People's purchases can be discussed as follows:

Hypothesis 1, gender, educational level and income are different. Different people's intention to use cloth bags for purchasing goods, with females using cloth bags more than males. Because shopping is a duty of women, they tend to use cloth bags to shop more than men. Those with a bachelor's degree are very willing to use cloth bags. And those who earn between 9,000 – 10,000 baht have less intention to use cloth bags. Age and occupation had no effect on the intention of using cloth bags for purchasing goods of people in Khon Kaen.

Hypothesis 2: Factors of attitude towards expectation behavior affect people's intention to use cloth bags in purchasing goods. Expectation attitude is the feeling that a person expects the benefits from using a cloth bag. Individuals will be willing to perform that behavior on their own. In addition, individuals expect that if they use cloth bags to make purchases, it will promote a social image, feel accepted. and is an important part of establishing social norms in conservation.

