

Kanokphon Sriprang 2018: Consumer Preferences of Purchasing the Processed Sea Bass Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Mrs. Kulapa Kuldilok, Ph.D. 91

Sea Bass, good quality high-paid economic fish living in brackish water, is recently found extremely decreased in natural water body so that keeping fishes with floating basket and raising them in natural brackish water seem to be seen more and more in this day in order to remain customer demand. Nowadays increasing number of Sea Bass fish farming comes an oversupply condition affecting directly on fish farmer's benefits and margins. Presently, processed Sea Bass Products are still not reach the target and not prevalent as it should be. The objectives are to study various attributes of processed Sea Bass products using conjoint analysis method and to categorize groups of customers applying Cluster Analysis method for reason to study marketing strategies of sea bass products. Questionnaires were given to 405 people living in Bangkok who ate and seldomly ate Sea Bass fish. The result of this survey using conjoint analysis method showed that most customers satisfied with slice piece of sea bass packed in tray with cocktail sauce or sweet fish sauce sealed in vacuum plastic bag which can be kept within 6 months. Importantly, another result subjected to survey using cluster analysis method revealed that attribute was not relevant to customer affection and purchasing demand. This survey strongly focused on customers categorized as Group 4th and Group 2nd. Most of customer in Group 4th and Group 2nd are female, working, salary base 10,001-20,000 baht per month, frequently cook at home and, consume Sea Bass fish 2-3 times per month. It also shows that 53% of them saw processed Sea Bass products in local markets, department stores and 32.4% of them ate processed Sea Bass products.

This research suggests that fish farmers and business owners should produce Sea Bass's value added product such as a slice piece of sea bass in tray with cocktail sauce or sweet fish sauce sealed in vacuum plastic bag which can be kept within 6 months containing 250 grams per pack coming with price 139 Baht available at leading department stores and supermarkets.

Student's signature

Independent Study Adviser's signature

___/___/___