

Chutivat Vaimala. 2018: Dried Banana Attributes Affecting Consumers' Buying Decision in Bangkok. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Apichart Daloonpate, Ph.D. 66 pages.

This research aimed to analyze consumption behavior, and attributes that affected consumers' choices for dried Banana in Bangkok. Conjoint analysis technique was used for the analysis. 400 consumers in Bangkok were interviewed during January 2019 to February 2019.

The research found that most of the consumers were female. They were in the range of 31 – 40 years old, working as private employees. Most of them had Income between 25,000-35,000 baht. According to their consumption behavior, consumers consumed dried banana once a month. The taste of dried banana was the most important factor. Most of them revealed that buying decision on dried banana can be affected by advertisement on websites. The analytical results from conjoint analysis showed that taste of dried banana gave the highest satisfaction to the consumers, following by packaging and certificate from Food and Drug Administration. Dried banana with honey was the most popular among consumers. Moreover, transparent packaging gave the highest preferences.

This research suggests that entrepreneurs focus on the transparent packaging and advertise on websites. Moreover, Natural dried banana should be promoted to the consumers who concern about their health.

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