

Piyawan Julniam 2018: Craft Beer Attributes Affecting Consumers in Bangkok Metropolitan Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Chakrit Potchanasin , Ph.D. 101 pages.

As in 2017, craft beer had earned popularity among the consumers and, therefore, later there were a number of craft beer brewers increased. To meet the consumer needs and compete in the market, the brewers had tried to differentiate their products in several types and styles. And, this induced this research which was aimed at investigating for the optimal product attributes which influence the consumers' purchase decision. To analyze, the research had applied conjoint analysis and used primary data collected by interviewing through structured questionnaires from 300 samples who were over 20 years old and had already experienced with craft beer at least 3 times.

The results found that the consumers drank craft beer because of 3 reasons which were the preference of its taste, the needs to taste in different kinds of beer or to follow the trend. In addition, the consumers drank craft beers in relaxing time and bought or consume in the restaurant because there were many kinds of beer to offer as well as this place was easy to buy with many facilities. Furthermore, the consumers preferred glass bottled beer and the beers in IPA (India Pale Ale) style beers. From optimal attribute analysis, the results showed that craft beer product should be bottled or canned rather than draft beer. Also, beer should be in clear gold color with moderate IBUs 30-60 bitterness, fruity aromas and ABV 5% or more.

Based on these results, the brewer entrepreneurs should develop and offer craft beers which consisted the attributes influencing the consumers' needs and purchase decision. Thus, the brewer should offer craft beer in gold color which should be IPA or Lager or Pale Ale beer style. Besides, craft beer should be glass bottled or canned rather than offering as draft beer with reasonable price for its quality, taste, and volume. In addition, promotion should be conducted through Facebook to educate the consumer and these will influence the consumers' purchase decision.

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Independent Study Advisor's signature

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