

Arinchavit Yenchum 2018: Sensory Preferences and Consumer Willingness to Pay to MD-2 Pineapple (Homsuwan) in Bangkok. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Associate Professor Apichart Daloonpate, Ph.D. 70 pages

The purposes of this study were to compare sensory attributes of MD-2 species (Homsuwan) with Sriracha and Phuket species, to compare the differences among consumers' preferences, and to study consumers' willingness to pay for three varieties of pineapple. Primary data were collected by interviewing 150 consumers during February 2018.

The results from the study found that the sampling consumers preferred MD-2 species (Homsuwan) to Sriracha and Phuket species in terms of appearance, color, taste, texture and overall preferences. Moreover, the consumers's willingness to pay for MD-2 variety (Homsuwan) was the highest, whereas Sriracha and Phuket species were the second and the third respectively.

This research showed that MD-2 species is new variety that tends to increase revenue to farmers and entrepreneurs in the future more than the existing species. Entrepreneurs should seriously advertise and inform consumers concerning its prominent characteristics and usefulness in order to increase its demand.

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