

Aracha Dounghoon 2018: Factors Affecting Decision Making Process of Purchasing Dates Juice in Bangkok Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Mr. Decharut Sukkumnoed , Ph.D. 62 pages.

The purposes of this research were to study the perception and consumer behavior regarding dates juice. And to study the factors affecting decision making of purchasing fresh dates juice and dry dates juice. A comparison was also made between when a consumer haven't perception and have been perception the benefit of dates before. And the willingness to pay dates juice. The methods that used to collect the data were from a questionnaire, interviews and sensory evaluation.

As the results, the sample group consumers who had previously consumed dates gave a score of 76.70%, whereas 26.70% of the sampling group who had a little knowledge about dates juice and the consumers who are interested in the product was 57.30%. The results of this hypothesis testing with a statistical Chi Square at 95% confidence level found that consumer behavior of dates relate to ages. During the sensory evaluation, the groups gave each liking score based on the product attributes itself. In terms of odour, colour, taste and overall product preference, it was found that the liking score was for fresh dates juice higher than dry dates juice in every one of the product attributes. The decision making process relating to purchasing dates juice, when the groups haven't been perception the benefit of dates before. The group who decided to purchase fresh dates juice was 68.70% and dry dates juice was 54.70%. However, when the group had a perception the benefit of dates they decided to purchase it and the willingness to purchase more without considering the higher price and that led to the increased purchasing of fresh dates juice by 20.15% and dry dates juice increased by 25.45%. For the willingness to pay dates juice, The groups who decided to purchase and willingness to pay were of a little increase.

The analysis of factors affecting decision making process of purchasing dates juice indicated that the factors were personal factor which were age, sensory preference factor, perception the benefit of dates factor, price factor and place factor.

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