

Jittima Nipandwongkorn 2019: Food Safety Certification Marks and Attributes Affecting Consumer's Buying Decision on Tray-Packed Pork in Bangkok. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Mr. Chakrit Potchanasin, Ph.D. 106 pages.

The objectives of this research were to find out the attributes and food safety certification marks that influence consumers to purchase of tray-packed pork products in Bangkok. The research used conjoint analysis and cluster analysis method to categorize groups of customers. And, the data to analyze was primary data collected from 400 consumer samples by interviewing through structured questionnaire during March to April in 2019. The results showed that most of the consumers were female in 21-30 years old with bachelor degree having salary average between 15,000-29,999 Baht per month and without congenital disease. Frequency of purchasing was 1-2 times per month with each payment between 51-100 Baht.

The conjoint analytical results indicated that the most important attributes of tray-packed pork affecting consumer's purchasing decision were price (35%) followed by safety certification mark (32%) meat color (22%) and then traceability (11%). The product attribute concept with the maximum of utility following: redish-pink pork with NSF certification mark, QR code traceability and pricing 200 Baht per kilogram. In addition, the results from the cluster analysis showed that the consumers could be divided into 3 groups: (1) "Certification First" with 148 members (2) "Price Priority" with 152 members and (3) "Color Considering" with 100 members.

The research suggested that new entry and existing entrepreneurs should pay attention to the implementation of safety standards certification, especially the certification at international level and clearly show the certification mark on their products. Moreover, it is necessary to communicate with the consumers more about what these marks guarantee and the organization that provides certification to create a competitive advantage.

Student's Signature

Independent Study Advisor's Signature

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