

Patcharapan Jandang 2019: Analysis of Optimal Attributes Vacuum-Fried Vegetables and Fruits Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Chakrit Potchanasin, Ph.D. 72 pages.

The objectives of this research were (1) to reveal the general characteristics and behavior of the vacuum-fried vegetables and fruits consumers, and (2) to analyze the optimal attributes of the vacuum-fried vegetable and fruit products influencing the consumers' purchase decision. The research used primary data in the year 2018 collected by interview through structured questionnaire from 107 consumer samples in Bangkok metropolis. To analyze the data, descriptive analysis and Kano model analysis were applied to elimination the consumers' satisfaction among 32 product attributes which were defined as positive or negative marketing characteristics of the products.

The results found that there were 4 attributes that appealed and attracted the consumers consist of adding vitamin, having zip-lock for the package, availability at convenience store or kiosk, and offering product taste for the consumers. Therefore, suggestions of this study could recommend the firm should include all these product attributes in order to satisfy and influence the consumers' purchase decision.

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Student's signature



Independent Study

Advisor's signature

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