

Panumas Chanachon 2019: Perceived quality and Willingness to pay of Vegetarian consumer for spit grill mushroom in Bangkok. Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resources Economics. Independent Study Advisor: Mr. Decharut Sukkumnoed, Ph.D. 67 pages.

Nowadays, A healthy food is being a trendy in an urban lifestyle also evolution of conscious in selecting food and eating way. A Common Split Gill Mushroom is one of alternative choice for protein in state of protein from meat. But currently most of consumer not recognize the Common Split Gill Mushroom widely. This Research aimed to studying in quality perception of Common Split Gill Mushroom, comparing with 5 preference attributes and willingness to pay for Split Gill Mushroom of 154 vegetarian consumers in Bangkok., Divided in to 3 groups. The first group is “Do not have any information about Common Split Gill Mushroom”, the second group is also “Do not recognize about Common Split Gill but the interviewer will let them know the benefit after the first group bidding” and the third group is “Recognizing in benefit of Split Gill Mushroom”.

The result show that from 5 attributes of sensory test, Consumer give a high preference rate of texture in boiling Common Split Gill Mushroom. And Willingness to Pay of dirt Common Split Gill Mushroom for 25 g. in second group found that after recognize the benefit of Common Split Gill Mushroom, the average of willing to pay is higher to 27.88 Baht.

Therefore, there should be labeling information about various benefits of the spit grill mushrooms on the packaging or providing nutrition knowledge through the brochure because following this vegetarian research really show that after consumers perceive the benefits of spit grill mushrooms, they are willing to pay more.

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