

**Ratanapron Noppon 2019: Analysis of cereal mixed sausage product attributes affecting consumer satisfaction. Master of Science (Agribusiness),
Major Field: Agribusiness, Department of Agricultural and Resource Economics.
Independent Study Advisor: Assistant Professor Chakrit Potchanasin, Ph.D. 65 pages.**

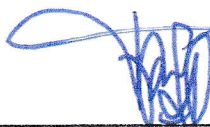
The objectives of this research were (1) to study socio-economic situation and purchasing behavior of the sausage consumers and (2) to analyze the optimal sausage product attributes for consumers' satisfaction. The research used interview data collected from 200 purposive consumer samples and descriptive and Kano's model analysis were used for data analysis.

The results revealed that most of the consumers were female and average age were among 31-40 years old. Also, most of the consumer hold Bachelor degree and work as private employees earning salary about 20,001-30,000 baht. In term of behavior, the research found that the consumers consume sausage as snack which they bought it 1-2 times per month and each time was for 500-1,000 gram. In addition, the consumers had brand royalty which they regularly bought the same brand, however, sometimes they had tried the new brand. CP brand was the most popular for the consumers which the consumer preferred heating by microwave and consumed with their family. Furthermore, the results showed that the most important attributes of the sausage that satisfy the consumers were having cereal ingredient with the fine texture of the sausage while the attributes which will make impressiveness and attractiveness were having low sodium and low fat content, labeling nutritional value, showing sign of food standard manufacturing and price, as well as, availability of the product in convenience store.

Based on these results, recommendation can be drawn that the firm should deliver the fine texture sausage including adding cereal ingredients and showing or labeling the product information in order to make the sausage product suit for consumers' satisfaction.

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Student's signature



Independent study Advisor's signature

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