

Saranjit Paitoonyakul 2019: Perception and Attitude of Consumers towards Stevia Powder in Bangkok Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics, Independent Study Advisor: Associate Professor Sanit Kao-ian, M.S. 90 Pages.

The purpose of this study was to study the perception of consumer behavior attitudes towards stevia powder. And the behavior of buying stevia powder in the amount of 400 people who used to and never consumed stevia powder in Bangkok

The results of the interview with those who had and never consumed stevia powder in Bangkok found that most consumers were female than males aged 35 - 44 years. Most had a bachelor's degree. Is a private employee/shop The average income per month is 15,001 - 30,000 baht and from the study of consumer perception, it is found that most consumers know that stevia gives sweetness as sugar but does not provide energy. Which is perceived at a moderate level and have a high level of attitudes about stevia powder should be packed in a safe and standard packaging and from the study of consumer behavior, it was found that most consumers had consumed stevia Buy for own consumption. And for good health consumed in the amount of 31 - 60 grams, which has an average cost of buying about 101 - 300 baht, consumed once a week or depending on the occasion. And the results of the analysis of the relationship between marketing mix factors and consumer behavior. Is related to the average cost of buying Stevia Powder. Price is related to the main reason for consuming stevia powder. Distribution channels related to the amount of stevia powder. Sales promotion is related to the frequency of stevia powder consumption. The results of the analysis of the relationship between personal factors and consumer behavior showed that sex had a relationship with the person who contributed to the decision to consume stevia powder. The age was related to the frequency of stevia consumption. The relationship with the average cost of buying stevia powder on income was related to the amount of buying stevia powder.

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
Student's Signature      Independent Study Advisor's Signature