

Supanee Kambut 2019 : The influence of organic labels on the decision to buy tomato juice for health Consumers in Bangkok. Master of Science (Agribusiness), Major Field Agribusiness, Department of Agricultural and Resource Economies. Independent Study
Advisor : Mr.Chakrit Potchanasin, Ph.D. 79 pages.

This study aimed at (1) revealing socio-economic situation and purchasing behavior of the tomato juice consumers in Bangkok, (2) studying the influence of organic mark on the tomato juice consumers in Bangkok, and (3) analyzing strategies used to develop the tomato juice product to meet the consumers' satisfaction. To analyze, the research had applied conjoint analysis to identify the optimal attribute of the product. The results showed that most of the consumers were female with 21-30 years old holding bachelor degree and their occupation was private company employee. Also, most of the consumers were single without Chronic Disease and, on average, they earned salary around 20,000-30,000 Baht. The results regarding behavior indicated that reasons to purchase tomato juice were following the others' recommendation, image of the brand, and concerning for their health. In addition, the consumers bought this juice 6-10 times a month which they would drink in the morning. The most of popular brands were Doi Kham and Kakome and frequently the consumers bought the juice from 7-11 convenience store, Family mart, and Lawson which they spent around 51-100Baht per week for tomato juice

The results from conjoint analysis revealed that the consumers considered mostly about having special characteristics of the tomato having Konjac ball. Furthermore, the consumers paid attention on level of sugar added, juice concentration, level of sodium added, and organic certification mark, respectively. Therefore, the research recommend that the entrepreneurs should having organic certification mark on their product to enhance the consumers' satisfaction. In addition, the firms should consider to add special characteristics to the product such as having Konjac ball.

Student's signature

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