

Chanika Sirimangkalakul 2007: The Factors for the Success of Branding Agricultural Commodity.
Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry
Technology Management, Department of Agro-Industry Technology. Thesis Advisor:
Mrs. Chutima Waisarayutt, Ph.D. 147 pages.

The objective of this study is to determine the important factors that affect the brand creation on agriculture commodity. The study used chicken eggs as a case study. The study used questionnaires on 400 target customers. Factor analysis was applied to category all factors that relate to decision on chicken eggs brand buying. The marketing factors were decided into 4 groups according to the customers awareness conditions which were food safety, health consciousness, packaging and marketing promotion program. The personalities of consumers were divided into 8 groups of competence, sincerity, young generation, good looking, relational, brave, serenity, contemporary respectively.

Next, Logistic regression analysis was applied to determine the relationship between the factors classified by Factor analysis and buying behaviors. Binary logistic regression analysis divided the survey customers into 2 groups of brand buying and nonbrand buying consumer groups. The analysis results found that important to the brand buying group are food safety concerning group and such group was from competence personality. Multinomial logistic regression analysis was used by dividing the survey customers into 5 groups of nutritional oriented, production standard oriented, nonchemical oriented, house brand and non-brand buying consumer group. The result found that the important factors corresponding to each buying group are income, food safety concerning factor and from personality of competence.

The research results are useful for explaining the concerning factors relating to product brand choosing decision. It is used for establishing marketing strategic plan. It can provide the information for brand personality creation in order to create effective communication to the target customers.

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