

Tarntip Pongjansatien 2011: Influence of Nutritional Information on the Use of Vegetable Oil in Household. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Decharut Sukkumnoed, Ph.D. 88 pages.

The objective of this study is to analyze factors influencing the use of vegetable oil, such as price, income, nutritional knowledge and education. The data was collected from 400 consumers in Bangkok. In this step, the percentage has been applied in descriptive analysis while the Logit Model has been used for the quantitative analysis. The second step is to study the influence of nutritional information on the use of vegetable oil in household from the consumer's willingness to pay in order to get food which was reduced the risk of heart disease and stroke on experimental economics in the observation. There are two experiments, first at Faculty of Economics Kasetsart University, and the second at Pathum Thani Hospital. Both places, there are 40 consumers per experiment.

The result are divided into two parts. Part 1, according to the nutrition knowledge test of consumers who used vegetable oil which divided as four groups by statistical method showed that the group of consumers who used vegetable oil suitably, using one type of vegetable oil for one method of cook, had the highest score. These result was consistent with regression analysis that explained the relationship perceived nutritional information and the suitable uses of vegetable oil. Furthermore, the price affected to the behavior as well. Part 2, according from the experimental showed when consumer received nutritional information the number of consumer who used vegetable oil suitably are increased and they decided to pay more for buy food which reduce the risk from heart disease and stroke.

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