

Santi Sanglestsawai 2006: Assessing Consumer Preferences for Doikham Safe Vegetables in Bangkok: A Choice Modeling Approach. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Penporn Janekarnkij, Ph.D. 124 pages. ISBN 974-16-2711-4

This research aims to examine the consumer's opinion regarding safe vegetables and Doikham brand in particular, analyze factors influencing buying decision; and investigate consumer's willingness to pay for their preferred attribute of vegetables. Carrot and Lettuce were selected for the study. Choice experiment was employed in finding monetary value in each attribute based on survey data from 309 random samples of Bangkok residents.

The results showed that most of consumers purchase safe vegetable for their health concerns. From consumer's perspective, Doikham safe vegetables are unique in terms of its safety guarantee label and brand as the products from the Royal Project. The only problem is the limited selling place for purchasing of Doikham safe vegetables. Results of a conditional logit model indicated that consumers are aware of safety guaranteed label, production source, marketing channel, accessibility of products, and their prices. These concerns are attributed mainly to carrots with additional concern on the appearance for lettuces. Regarding consumers' willingness to pay for each attribute of Doikham safe vegetables, the consumers show their preferences except for its difficulty to access the products that need to be enhanced.

To maintain the present consumers and attract new group of consumers, it is recommended that the Royal Project Foundation should keep their products in good quality and increase product accessibility by increasing number of retailer shops and extending its market channel through the supermarkets.

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