

Kamonnart Khongwatmai 2011: Behavior, Attitude and Factors Affecting Consumer's Buying Decision of Premium Shrimp in Bangkok Metropolis. Master of Science (Agro-Industry Technology Management), Major Field: Agro-Industry Technology Management, Department of Agro-Industry Technology. Thesis Advisor: Assistant Professor Ravipim Chaveesuk, Ph.D. 233 pages.

This research explored the behavior, attitude and factors affecting consumer's buying decision of a premium shrimp in Bangkok Metropolis and identified the approach for local market development. Sampling were consumers over 24 years old with income per month over 20,000 bahts. The results showed that most consumers were 24-35 years old, bachelor degree holders, corporate employees with a monthly salary of 20,000-40,000 bahts. These consumers often consumed shrimp once a month, especially Banana prawn and black tiger shrimp from medium to large size in a portion of at most 1 kg. Consumers shopped at modern trade, supermarket and wet market since they were close to home and foods were clean and fresh with high varieties. Most consumers possessed good attitude towards the environmental and energy conservation, animal welfare and legal labors which in turn supported the production of the premium shrimp. After a short education, consumers recognized that organic shrimp was free from synthetic chemicals and GMOs and classified it as a health food, higher-quality and more expensive than typical black tiger shrimp. Bio-shrimp was also recognized as free from prohibited chemical and higher quality than general white shrimp. However, consumers were not sure whether typical shrimp would be enough. Based on buying decision factors, organic shrimp and bio shrimp should be marketed under fresh shrimp on ice. The organic shrimp is positioned as large black tiger shrimp, free of GMOs under environmental friendly process, animal welfare and legal labor supports and certified with international organic standard "Naturland" and Thai organic farming standard. Meanwhile, the bio shrimp is positioned as white shrimp, free of toxic chemical, environmental friendly process and animal welfare support. Organic shrimp and bio shrimp are priced not to exceed 20 percent and 15 percent of their typical shrimp, respectively. Their outlets must be in convenient location and good atmosphere with a safe parking lot, i.e., supermarkets and modern trade in a premium location. Sale representatives and flyers showing quality, nutritional value, environmental friendly process and animal welfare support, and product testing are recommended to promote both products. Target consumers for the bio shrimp are those with income over 20,000 bahts while those with income over 40,000 bahts are targeted for the organic shrimp. Advertisement and public relation for both products must portray food safety and better future of family and kids.

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Thesis Advisor's signature