

Sulawan Kaewsanga 2012: Consumer Preference on Attributes of Fungus Products to Control Brown Plant Hopper. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Suwanna Praneetvatakul, Ph.D. 98 pages.

As demand for white fungus product control brown plant hopper in rice farmers is increasing, the study of consumer preference is important. This research aimed to analyze attributes that affected the white fungus product consumption decision and to analyze their willingness to pay for a higher price in exchange for improved product level. This study employed the Conjoint Analysis. Data were collected by interviewing 300 consumers.

The study found that the most favorite attribute was package of white fungus products. The other white fungus products attributes were knowledge, price and brand. When considering the overall utility of each attribute in total of 8 attribute sets, a set of the fifth attribute is found to be the highest utility. It is the white fungus water products, training and knowledge within 1-3 hour, with a brand and pricing at 150 baht. The analysis of the willingness to pay for a higher price to have an improved product level shows that consumers are willing to pay more at 38.67 baht per rai per product period in order to exchange from the white fungus fresh products to be the white fungus powder products. Moreover, they willing to pay more at 60.67 baht per rai per product period more in order to exchange from the white fungus fresh products up to the white fungus water products. Related to the brand, consumers are willing to pay more at 39.22 baht per rai per product period in order to have a brand endorsement. The final factor is knowledge. The consumers are willing to pay more at 65.22 baht per rai per product period in order to have the knowledge through demonstration plots.

This research suggested that white fungus producers should emphasize on packaging of white fungus products for a commercial purpose.. The other important, white fungus products attributes were knowledge, price and brand.

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Thesis Advisor's signature