

Thanaphol Phathairat 2009: An Analysis of Consumption Needs on Lychee with Quality and Safety
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This research aimed to analyze quality and safety attributes that affected lychee consumption decision of consumers in Bangkok. Conjoint model was employed for the analysis. Moreover, cluster analysis was conducted to divide the consumers in groups based on their satisfaction on lychee attributes. Data were collected by interviewing 400 consumers in Bangkok.

The analysis results found that the most favorite attribute was lychee taste. The other lychee attributes were price, production pattern, chemical-safe certificate, and skin, respectively. Based on their preferences on lychee attributes and purchasing places, the consumers were divided in three groups. The first group who frequently bought lychee at fresh markets had a preference on lychee price and skin. The second group who normally bought lychee at modern-trade concerned production pattern and chemical-safe certificate. The last group who had no specific places to buy gave importance on lychee taste and price.

This research suggested that lychee producers should emphasize on chemical-safe production in order to sell the products at modern-trade places. In addition, related government sectors should provide chemical-safe certificates to the producers. This manner would not only give confidence to consumers, but rise higher income to producers as well.

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Thesis Advisor's signature

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