

Chayada Bhadrakom 2008: Economic Analysis of Food at Home and Food Away from Home Consumption of Thai Households in 2004.
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Thesis Advisor: Associate Professor Somporn Isvilanonda, M.A.
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This study aims mainly to analyze the consumption patterns of food prepared at home, prepared food taken home and food eaten away from home of Thai households and to study factors affecting the expenditure pattern of these three food consumptions. Data for this study are taken from the socio-economic survey in 2004 by National Statistical Office. An Engel curve equation derived from the Almost Ideal Demand System (AIDS) is employed to analyze the consumption patterns.

The results indicate that the share of total expenditure going to food away from home increases as the household consumption expenditure increases. All income elasticities are positive indicating the necessity items of food at home and prepared food taken home in all regions. In addition, the food away from home is seemed to be the luxury commodity, excluding in Bangkok and in the South. Furthermore, the greater income elasticity of food away from home consumption comparing to those of food at home and prepared food taken home implies that the consumption for food away from home is more income sensitive than the food at home and prepared food taken home consumptions. Differential regions and household types also affect on these three food consumptions.

The information from this study will be useful as a source of information for policy designs toward marketing strategy development which is one of the primary concerns of food distribution and retail industries.

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