

Nattapon Eiamsaard 2010: An Analysis on Quality and Safety Factors Affecting Consumer Preferences on Pork in Bangkok. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mr. Apichart Daloonpate, Ph.D. 120 pages.

At present, consumers give precedence with quality of life. Especially, quality and safety are the point of issues in diet consumption. In the past, it was found that pig production was ignored of well supervision and management which effected to quality of pork as well as chemical residual in pork. These issues may make the rate of pork consumption decrease. Therefore, this research aimed to study the significant level to the characteristics of quality and safety of pork in order to analyze quality and safety factors effecting consumers' decision in purchasing pork in Bangkok Metropolitan and consumers' willingness to pay for improvement of quality and safety. Choice modeling was employed to study 400 consumers in Bangkok.

The results revealed that pale pink, safety production, organic production, safety consumption guarantee, top seal package and brand wrap package were important factors that affected the positive possibility of consumers' decision to buy pork and willingness to pay for the better improvement of quality and safety. Specifically, safety production and pale pink attributes were not only found to have the highest possibility affecting the consumers' decision, but they were also gained the maximum willingness to pay.

Therefore, the government and relevant institutions can make use of this information as guidance in order to formulate policies in promoting pork production with regard to consumers' desired characteristics. This policy will presently develop the pork market and create the trust of consumers in quality and safety of pork as well as stipulate the consumers consume more in the future.

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