

Teerarat Janpum 2012: An Analysis of Characteristic Factors Determining Prices of Jasmine Rice Packing Bags. Master of Science (Agricultural Economics), Major Field: Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Mrs. Isriya Bunyasiri, Ph.D. 103 pages.

The objectives of this research are 1) to study consumers behavior 2) analyze factors influencing consumers when buying Jasmine rice packing bags and 3) examine characteristic factors determining price of Jasmine rice packing bags. The data is obtained from interviewing 400 consumers who bought Jasmine rice packing bags in Bangkok. The retail price and rice characteristics of 67 samples of rice packing bags was collected from department stores, discount stores, and supermarkets in Bangkok during July-December, 2011.

The results show that major consumers purchased 5 Kilogram of rice packing bags at discount store. The most important factors affecting decision to buy Jasmine rice packing bags are taste, brand, and price respectively. Fragrant is the factor that consumers give highest scores in deciding to buy rice packing bags followed by fluffy jasmine rice, price of Jasmine rice packing bags, and brand respectively.

The results from One-Way Anova analysis show that none of rice characteristics significantly affects prices of Jasmine rice packing bags that consumers pay for. The results from Independent samples T-test show that new crop rice, having return policy, and brand has a significantly positive effect in explaining retail prices of Jasmine rice packing bags. The results of Hedonic price analysis of characteristic factors determining prices of Jasmine rice packing bags show that consumer who ranks higher scores on price will significantly pay for lower prices of Jasmine rice packing bags. On the other hand, consumer who ranks higher scores on brand will significantly pay for higher prices of Jasmine rice packing bags

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