

Title Consumer perception and acceptance toward royal project products
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Abstract

The research was conducted to investigate consumer perception and acceptance toward, chamomile tea and natural healthy snack, 2 products of Royal Project products. Personal interviews were conducted. The 400 respondents participated in the study. The questionnaire used consisted of 11 questions on consumer attitudinal, behavior and demographic data. The findings revealed that the top four most buying decision influenced factors were price, taste, nutrition value and “Doi kham brand”, respectively. The others were buying convenience and package. The attitudes of consumers were rated using semantic differential 7 scale. Results indicated that herbal tea of “Doi kham brand” was rated higher than of “OTOP brand” and “Imported brand” on healthy value, optimum price and proudly feeling. When compare to “Imported brand” herbal tea of “Doi kham brand” received the lower score on taste, variety, quality consistence, packaging design and availability. For natural health snack, “Doi kham brand” got the higher score than “OTOP brand” and “Imported brand” on taste, healthy value and proudly feeling, however, it got the lower score on packaging design and availability. It was also rated lower score than the “Imported brand” on quality consistence. Consumer acceptance testing were performed using 9- point hedonic scale (n=60). Chamomile tea of “Doi kham brand” was rated not significantly different ($\alpha=0.05$) from tea of “Lipton brand” and “Stassen brand” on overall acceptability. Natural healthy snack of “Doi kham brand” was rated lower ratings than snack of “Ako brand”. There were no significant differences in hedonic ratings between blind test and branded test of both chamomile tea and natural healthy snack. These findings could be useful in further studies and also provide direction for product development and marketing management.