

Nutchka Kaewpraju 2019: Heathy Meat Product Food Market Study For Ingredient Procurement And Development. Master of Science (Agro-Industrial Technology Management), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Independent Study Advisor: Associate Professor Asst. Prof. Chutima Waisarayutt, Ph.D. 98 pages.

This research aims to study the market of health food products from meat. For Ingredient Procurement And Development. By studying motivation and behavior, lifestyle knowledge and understanding of products ingredients and food additives were used in products. To guidelines for selecting food ingredient to be distributed to meet market and communicating consumer information to health food manufacturers. By collecting data from a sample of 400 consumers. Analysis of divided consumer groups by using Two-step cluster analysis method can divide into 4 groups 1.) Teenager health care groups, who has the cause of consumption in order to enhance health by influencing from advertising media, preferring protein source from pork via boiled process and like to consume sausages. Is considered a convenience and regardless of health. Most of them are knowledgeable on both sides. 2.) Teenagers take care of their health to emphasize the appearance group who has the cause of consumption to take care of shape, Like to watching movies, listening to music and playing sports, preferring protein source from poultry meat by boiled. And the consumption of cooked chicken breast tumbling. Concern with life quality and health care with food and exercise. Most of them are lack of knowledge on both sides. 3.) Age groups create health-loving families group who has the cause of consumption to take care shape and enhance health, like to play sports, watch movies, listen to music and popularly consume eggs and fish / aquatic animals that are processed, grilled, boiled and steamed and popularly cooked chicken breast tumbling and steak. Regardless of health, but consider nutrition information as important. And lack of knowledge about ingredients. From the cluster of consumers, the development of marketing strategies can be more effective.

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