

Tanita Tanakamolpradit 2019: The Study of Value knowledge and motivation influencing intention to purchase lard oil. Master of Science (Agro-Industry Technology), Major Field: Agro-Industrial Technology Management, Department of Agro-Industrial Technology. Independent Study Advisor: Assistant Professor Ajchara Kessuvan, D.B.A., 95 pages.

The research aims to study value knowledge, motivation and marketing mix factors influencing consumer's purchase intention of lard oil in order to develop marketing strategy for new lard oil product. The data was collected from 390 consumers with 20 years old and over in Bangkok metropolitan by questionnaire survey. The results showed that most consumers were genuine Thai and single female, 30 - 39 years old, obtaining bachelor degree, working as private company employees, having 3 - 4 family members with income 10,001- 40,000 Baht per month, and often buy oil from hypermarket. It was found that the reasons to buy oil of consumers sometimes used lard oil was good for health, habituation and safety, while the consumers who regularly used lard oil because of good health, tasty and safety. The motivation to buy lard oil is aromatic sense, enhancing flavors, natural processing and used to consume since childhood. According to value knowledge, the top three most misunderstood about lard oil were 1) lard oil gives more energy than vegetable oil 2) what the lard grease is, and 3) WHO recommends balanced eating in terms of type and proportion. Logistic regression analysis showed that the motivation factors including consumer trend, grandparents who eat lard is longevity and wellness, no trans-fat, consume since childhood, no chemicals, good aroma and enhances flavor increased consumer intention to purchase lard oil. While those who are motivated to purchase lard oil because of by product decreased intention to purchase lard oil. If the product were available on the shelf and no supply shortage, the reasonable price, the advertisements using various media, the variety of distribution channels, the intention to buy lard oil would be increased. However, adding flavoring will decrease the intention to purchase lard oil. In addition, if customer's lifestyle is "health concern and using reason for decision making", an intention to purchase lard oil would be reduced. The research contributed to focus on major target group for lard oil product. The marketing strategy can be developed in order to create consumer's awareness and increasing consumers' lard oil knowledge by using integrated marketing communications.

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Independent Study Advisor's signature