

Consumer Survey on Attitude and Behavior of Fresh Fruits and Vegetables Coating

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Include a footnote to reference the affiliation at the bottom of the page

Wannita Jirangrat¹, Anuvat Jangchud¹, Pisit Dhamvithee¹ and Apinya Hirunwong²

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Abstract (Bold, Centered on the page)

Recently, coating of agricultural products is widely used for quality maintenance and shelf life extension. Although, this method is now used in the market such as a chitosan coating on oranges, most of consumers have very limited knowledge about coating. Therefore, this research was designed to determine consumer attitudes and behavior on fresh fruits and vegetables coating. In this study, a questionnaires, which had 0.82 of the Cronbach's alpha score from the reliability test, was prepared and completed by 200 of consumers selected by convenience sampling method in the Bangkok area. The data were analyzed using probit analysis to determine the effect of demographic characteristics on the consumer attitudes and purchased of fresh fruits and vegetables and coating. According to the result, the percentage of male and female were 27.8 and 72.2, respectively. 33.9% of them already knew what the coating is before they answered and 66.1% of them did not know the coating. 7.2% increase in purchase intention was observed after the advantages of coating have been described to consumers. Therefore, prior distribution of coating agricultural products, the information and advantages of coating should be informed to consumer as well as they consume.

Key word: coating, survey, fruits and vegetables

There are 3-5 keywords. Each keyword is separated by a comma (,) followed by one space

After "Key word" use a colon (:) without a space before, but add one space after the colon (:)

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¹ Department of Product Development, Faculty of Agro-Industry, Kasetsart University, Bangkhen Campus, Bangkok 10900

² Department of Statistics, Faculty of Science, Kasetsart University, Bangkhen Campus, Bangkok 10900

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