

A Conjoint Analysis of Consumer Preferences for Chilli Products in Thailand: A Case Study on Chilli Sauce

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ABSTRACT

Chili is a spice typically grown globally, including in Thailand, for either domestic consumption or commercial purposes. If considered in terms of economic perspectives, growing chili can help farmers earn some income as well as becoming a prosperous business for retailers. Moreover, chili is a major ingredient for the processed food and medicine industries, with profits gained by exporting it overseas. Thailand has a 5.44 per cent market share of chili worldwide with its chili products exported overseas, namely, green and red chili, dried chili and ground chili, as well as chili dips for chicken, chili paste and curry paste. These exports are expected to keep increasing to those who favor Thai food in foreign countries (Senadee, Pomrit, & Chaiyaporn, 2018). In Thailand, growing and cultivating chili ranks fifth in the world, as the plant is grown in a total land area of 575,787.5 Rai (FAO, 2016), which yields 332,888 tons of fresh chili. Northeastern Thailand is an area where most chili is grown, accounting for about 37 per cent. There, a total land area of 128,932 Rai yields 117,150 tons of fresh chili (DOAE, 2019) .

Keywords: Chilli sauce, Conjoint analysis, Consumer preferences, Customer satisfaction, New product development