

Phurit Ngoenchai 2019: Effects of Visual Cues on Thai Consumer Expectation, Emotion and Wellness Responses, and Purchase Intent of Red Chili Powders. Doctor of Philosophy (Agro-Industrial Product Development), Major Field: Agro-Industrial Product Development, Department of Product Development. Thesis Advisor: Associate Professor Thongchai Suwonsichon, Ph.D. 231 pages.

The objectives of this study were 1) to determine the effect of visual cues on the familiarity, emotional/wellness perception, liking, and purchase intent (PI) and 2) to examine the effect of attitude (ATT), subjective norm (SN) and perceived behavioral control (PBC) in predicting purchase intent (INT) based on the theory of planned behavior (TPB) of organic chili powder of Thai consumers. Eight chili powders were prepared according to a 2³ factorial design: roasted (Ro) vs. unroasted (Un); whole pod with seeds (Wh) vs. seedless (Sl); coarsely (Cr) vs. finely ground (Gr) to determine the effect of visual cues. Thai consumers ($N = 230$) were only visually evaluated red chili powder samples without sniffing and tasting. The results showed that Thai consumers were generally familiar with samples having coarse particles and reddish color (lower hue angles and higher a^* values) than samples having finely ground particles and reddish or yellowish color (higher hue angles and lower a^* values). The expected heat intensities and liking scores were lower for samples with higher hue angle, particularly RoWhGr and RoSlGr samples. All scores for emotion and wellness terms, except *curious*, were generally higher for samples with lower hue angles and higher a^* values (redness). The consumer's familiarity with the appearance of the samples influenced the expected heat intensity, sensory liking, and emotion/wellness responses. PI was increased more than 10% after presenting "organic," "aflatoxin-free," and "organic and aflatoxin-free" product statements to consumers. Results showed that familiarity, overall liking, color liking, fine-particles liking, as well as *healthy* and *wild* terms were significant predictors for PI (odds ratio = 1.282, 1.519, 1.314, 1.158, 1.056, and 0.939, respectively) of red chili powders. Thai consumers ($N = 424$) were asked to answer the questionnaire about INT of organic chili powder base on the TPB model. The data were separated into 3 groups consisting of 1) Thai consumers data model ($N = 424$), 2) Early adulthood model ($n = 264$), and 3) Middle adulthood model ($n = 160$). Results showed that PBC and SN had significant relationships to INT of organic chili powder while all predictors had a significant relationship in consumers for early adulthood age. The PBC was the only parameter that affected INT for middle adulthood age consumers. It is beneficial to provide an efficient campaign with an influential person or group and to stimulate organic food consumption through government policies and health programs to motivate actual purchasing behavior and increase purchasing frequency.