

IABC

The 6th International
Accounting and Business
Conference

2019

THE 6TH INTERNATIONAL ACCOUNTING & BUSINESS CONFERENCE 2019

*Towards Greater Transparency, Accountability
& Sustainability in Financial Governance*

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**ORGANIC RICE NEW PRODUCT SCREENING:
CUSTOMERS PREFERENCE APPLICATION**

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Abstract

Value adding to new products can be a challenge of organic rice growers, rice mill owners, and food supplement producers. Therefore, the Consumers Preference theory to allow consumers to express through the new product screening and consumers' sensory testing should be examined before the products are sold at the markets. The aim of this study is to analyze new product screening and to test consumers' sensory in order to develop a new product model leading to health supplement. The mixed methods research by survey research was used in data collection and data analysis. Broken-milled organic rice (Hommali Rice around Roi-Kaen-Sarn-Sin area in the Northeastern region, Thailand) and its by-products were used for screening and testing. The taste, smell, color, and the texture preference from the prototype products in the form of cereal powder mixed drink were evaluated. 269 consumers were surveyed for consumers' preference and 15 rice mill owners were in-depth interviewed through a focus group. Consequently, the most preferred product was the Broken-Milled organic rice cereal powder mixed drinks. A questionnaire was used to survey the consumers' preference factors and possible purchasing intention. The results demonstrate that respondents preferred formula A (3.52), with the favor added, the color (3.85), the strong taste (3.58), and the smell (3.56) respectively. The factors leading to purchasing intention is the mellowness of the taste and the aroma, statistically at a significant level of 0.05.

Keywords: *Sensory Test, New Product Screening, Customers Preference Application, Affective Stage, New Product Development*