

ABSTRACT

Honey is a thick and golden color liquid which is produced by bees. Honey is made by nectar of flower also saved in the beehive¹. Honey can provide sweetness to food products this is a reason why many foods use honeys as a major or main ingredient. Also, nowadays a lot of people they consider health more than the part and they know that honey provide several benefits to human body such as potassium, chlorine sulfur². They also know that honey is a type of natural medicines which can improve human's immune system because honey contain antioxidant. This study aims to study effect of information on consumer's acceptance towards different types of honey together with study the physical properties of them.

There were 6 honey samples included Lychee Honey, Forest Honey, Sunflower Honey, Stringless Honey, Apris Cerana and Longan Honey tested by 70 consumers. The consumers were asked to taste all 6 samples with and without information given then gave liking score based on their preference and opinion on each honey together with the acceptance test, consumer also responded to the food related psychographic scales including Food Neophobia Scale (FNS) and Health and Tasted Attitude Scale (HTAS). According to the consumer's responses, it was found that consumer gave significantly higher liking score of Sunflower Honey in floral and overall liking whereas Longan Honey in color, aroma and overall liking. The consumer who participated in this study were considered as Food Neophobia consumers and likely to pay attention to taste of food in term of "Craving for Sweet". In the second part, 27 samples had been measured the L*, a* and b*. It was showed that Sunflower Honey-Sard Bee Fram was the significant one. After that, use data from L*, a* and b* Logan Honey from Chitralada to compared with another 5 different types of honey allow to find out ΔE^*ab . As a result, showed that 6 different types of honey had a value more than $\Delta 2.3$.