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**THE FACTORS AFFECTING TO CONSUMERS' ACCEPTANCE AND PURCHASE INTENTION OF DIETARY SUPPLEMENT PRODUCTS FROM BROKEN-MILLED RICE AND BY-PRODUCT OF ORGANIC HOMMALI RICE IN THAILAND**

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**ABSTRACT**

Consumers around the world began to awake and have turned their attention to more health care. The production and consumption of healthy products is likely to increase. This research aims to study the factors that affect the acceptance and purchase intention of consumers to new products that produced by broken-milled rice and by-product of organic Hommali Rice in Roi-Kaen-Sarn-Sin of Thailand. The data was collected by the field surveys with consumers in Thailand that buys and consumes the dietary supplements products from broken-Milled and by-product of Organic Hommali Rice agricultural products or natural materials 269 samples in Bangkok and 311 samples in Khon Kaen province for study the relationship of product attributes with the acceptance and purchase intention of consumers by multiple regression analysis; It was found that consumers like smelling of the Broken-Milled organic rice cereal powder mixed drink product and overall of organic rice pudding cake. If the actual distribution, customer may be purchase both products. The developing the dietary supplements products in the composition of the product (primary benefit/nutrition, quality, packaging, branding, and product expectations) and the commercial production (price/value of the price, marketing communication, and distribution) influence to the acceptance and purchase intention to buy dietary supplements products from broken-Milled and by-product of Organic Hommali Rice.

**Keywords:** consumers acceptance, purchase intention, broken-milled rice, by-product of organic rice, dietary supplements products