

## Market Opportunities for Khaw Dok Khae Crossbred Native Chicken Meat:

### Consumer Behavior and Sensory Quality

โอกาสทางการตลาดของเนื้อไก่พื้นเมืองลูกผสม (ไก่ขาวดอกแค):

พฤติกรรมผู้บริโภคและคุณภาพทางประสาทสัมผัส

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### Abstract

This research aimed to examine consumer behavior and satisfaction regarding a newly developed crossbred native chicken breed, known as “Khaw Dok Khae,” while also evaluating the sensory attributes of its meat. In addition, the study sought to propose product development strategies and identify market opportunities for Khaw Dok Khae chicken meat in line with consumer preferences. The sample consisted of 400 consumers selected through convenience sampling. Furthermore, sensory evaluations were conducted by 50 food experts selected through purposive sampling. Data were collected using questionnaires and sensory evaluation tests and were analyzed using descriptive statistics. The findings revealed that the majority of consumers (66.75%) consumed chicken meat 1–2 times per week. Most respondents also reported spending between 101–200 Thai Baht per purchase (66.75%) and typically buying approximately 1 kilogram per occasion (42.25%). Fresh markets were identified as the most preferred purchasing location, selected by 61.25% of respondents, followed by supermarkets (26.00%), chicken farms (12.00%), and other channels such as online platforms (0.75%). Preference for native chicken meat was primarily associated with its nutritional benefits, as indicated by 66% of respondents. Boiling was the most preferred cooking method, accounting for 44% of responses. However, a substantial proportion of consumers (91.50%) reported limited awareness and knowledge regarding the development of new native chicken breeds in Southern Thailand. The sensory evaluation results demonstrated a high overall level of consumer satisfaction with Khaw Dok Khae chicken meat,

with a mean score of 3.63. Among the evaluated attributes, overall appearance (mean=3.92), taste (3.86), and aroma (3.68) received high ratings, whereas color (3.40) and tenderness and texture (3.32) were rated at a moderate level. These findings suggest that although Khaw Dok Khae is a newly developed crossbred native chicken breed, its meat possesses strong sensory quality potential and can serve as a valuable alternative protein source in the future. Therefore, enhancing consumer awareness and improving production quality to meet market demands are crucial for increasing the added value of crossbred native chickens and supporting strategic marketing initiatives aimed at sustainably expanding the consumer base.

**Keywords:** consumer behavior, crossbred native chicken, satisfaction, sensory evaluation

### บทคัดย่อ

การวิจัยนี้มีวัตถุประสงค์เพื่อศึกษาพฤติกรรมและความพึงพอใจของผู้บริโภคไก่พื้นเมืองลูกผสมพันธุ์ใหม่ “ไก่ขาวดอกแค” รวมถึงการศึกษาด้านประสาทสัมผัสของเนื้อไก่ดังกล่าว เพื่อเสนอแนวทางการพัฒนาผลิตภัณฑ์และโอกาสทางการตลาดสำหรับเนื้อไก่ขาวดอกแคให้สอดคล้องกับความต้องการของผู้บริโภค กลุ่มตัวอย่างในการศึกษาประกอบด้วยผู้บริโภค จำนวน 400 ราย ซึ่งได้จากการสุ่มตัวอย่างแบบสะดวก และมีการประเมินคุณภาพทางประสาทสัมผัสโดยผู้เชี่ยวชาญด้านอาหาร จำนวน 50 ราย ที่คัดเลือกโดยวิธีการสุ่มแบบเฉพาะเจาะจง การเก็บรวบรวมข้อมูลใช้แบบสอบถามและการทดสอบทางประสาทสัมผัส และทำการวิเคราะห์ข้อมูลด้วยสถิติเชิงพรรณนา ผลการวิจัยพบว่าผู้บริโภคส่วนใหญ่มีความถี่ในการบริโภคเนื้อไก่สัปดาห์ละ 1-2 ครั้ง คิดเป็นร้อยละ 66.75 มีค่าใช้จ่ายในการซื้อเนื้อไก่ต่อครั้งอยู่ระหว่าง 101-200 บาท คิดเป็นร้อยละ 66.75 และมักซื้อในปริมาณ 1 กิโลกรัมต่อครั้ง คิดเป็นร้อยละ 42.25 แหล่งจำหน่ายที่ผู้บริโภคนิยมมากที่สุด คือ ตลาดสด คิดเป็นร้อยละ 61.25 รองลงมาคือ ห้างสรรพสินค้า ร้อยละ 26.00 ฟาร์มไก่ ร้อยละ 12.00 และช่องทางอื่น ๆ เช่น แพลตฟอร์มออนไลน์ ร้อยละ 0.75 ผู้บริโภคนิยมเลือกบริโภคเนื้อไก่พื้นเมือง เพราะคุณค่าทางโภชนาการมากที่สุด ร้อยละ 66 และเมนูที่นิยมนำมาประกอบอาหาร คือ เมนูต้ม ร้อยละ 44 อีกทั้งผู้บริโภคส่วนใหญ่ยังไม่รับรู้ข้อมูลข่าวสารด้านการพัฒนาสายพันธุ์ไก่พื้นเมืองใหม่ ๆ ในพื้นที่ภาคใต้ ถึงร้อยละ 91.50 สำหรับผลการประเมินคุณภาพทางประสาทสัมผัสโดยผู้เชี่ยวชาญด้านอาหาร พบว่าความพึงพอใจโดยรวมของผู้บริโภคเนื้อไก่อยู่ในระดับสูง โดยมีค่าเฉลี่ยเท่ากับ 3.63 เมื่อพิจารณาเป็นรายด้าน พบว่าลักษณะปรากฏโดยรวม (ค่าเฉลี่ย 3.92) รสชาติ (3.86) และกลิ่น (3.68) ได้รับการประเมินในระดับสูง ขณะที่ด้านสี (3.40) และความเหนียว (3.32) อยู่ในระดับปานกลาง ผลการวิจัยสะท้อนให้เห็นว่า ถึงแม้ไก่ขาวดอกแคซึ่งเป็นไก่พื้นเมืองลูกผสมสายพันธุ์ใหม่ แต่ทั้งนี้เนื้อไก่ดังกล่าวมีศักยภาพด้านคุณภาพทางประสาทสัมผัสและสามารถเป็นทางเลือกด้านโปรตีนที่มีคุณค่าได้ในอนาคต ดังนั้น การส่งเสริมการรับรู้ของผู้บริโภคควบคู่กับการพัฒนาคุณภาพการผลิตให้สอดคล้องกับความต้องการของตลาด จะเป็นส่วนสำคัญในการยกระดับมูลค่าเพิ่มของไก่พื้นเมืองลูกผสมและสนับสนุนการวางแผนกลยุทธ์ทางการตลาดเพื่อขยายฐานผู้บริโภคอย่างยั่งยืน

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## Introduction

Native chickens have long been utilized by humans. In addition to being a popular source of protein in Southeast Asia, they are also used in religious rituals, particularly during the Chinese New Year festival, when whole native chickens are traditionally boiled as offerings to ancestors, with large numbers used annually. Moreover, male native chickens possess natural fighting instincts and chickens that win fights gain additional value due to their fighting ability (Siriwadee *et al.*, 2023). However, the primary purpose of raising native chickens is for meat consumption. Their meat is characterized by unique texture, odor, and flavor, (Jaturasitha, 2004) distinguishing it from commercial broilers or other meat-type chickens. Native chicken farming can serve as a primary source of income for farmers, as their products are in high demand both domestically and internationally (Rattananavinkul and Nukreaw, 2020). Raising native chickens is widespread and practiced in nearly every rural household, forming an integral part of rural Thai life. In 2024, Thailand had 2,761,853 farmers raising native and crossbred native chickens, totalling 114,252,480 chickens. In the southern region, specifically, 410,407 farmers raised native and crossbred native chickens, totalling 13,689,253 chickens (Information and Communication Technology Center, Department of Livestock Development, 2024).

The demand for native chicken meat has been increasing steadily in a group of Thai consumers (Wattanachant *et al.*, 2005) due to its

desirable characteristic's low fat and cholesterol content, firm texture, distinct flavor, and the absence of hormones and antibiotics. This growing demand has encouraged farmers to adopt commercial native chicken production (Sunanta *et al.*, 2023). Prices for native chickens are typically two to three times higher than those of broilers, particularly during major festivals such as Chinese New Year and New Year. Native chicken production thus contributes to national food security and rural economic stability (Chankong *et al.*, 2022). Consumer preference for native chicken meat is primarily influenced by its delicious flavor and firm yet tender texture. Similar trends are observed in other Asian countries, such as China, where the consumption of native chickens is driven by flavor and the firmness of meat texture (Tang *et al.*, 2009). Scientific evidence confirms that native chicken meat contains significantly lower levels of fat, cholesterol, and triglycerides compared to broilers (Jaturasitha *et al.*, 2003). Moreover, Chaosap and Tuntivisoottikul (2006) reported that native chickens exhibited the highest toughness score (5.26), followed by Tanawsri chicken (4.78), Srithong chicken (4.08), and broiler (3.42).

In southern Thailand, popular native chicken breeds include Surat Thani Red Chicken, Colon Chicken, Sriwichai Chicken, and Betong Chicken. Among these, Nakhon Si Thammarat Province has the highest number of farmers raising native and crossbred native chickens. To reduce production costs and meet rising consumer demand, selective breeding programs have been established to develop crossbred

varieties. One such innovation is the Khaw Dok Khae, a crossbred native chicken developed from the Sriwichai breed. Nakhon Si Thammarat's signature native chicken by the Nakhon Si Thammarat Livestock Research and Breeding Center. Khaw Dok Khae chickens are characterized by their bare necks, white feathers, well-developed chests, and strong heat tolerance (Chuaychu-noo *et al.*, 2023). They are commonly raised in orchards, rubber plantations, and oil palm areas across Nakhon Si Thammarat, Trang, and Phatthalung Provinces. However, as rural contexts evolve, small-scale farmers increasingly adopt precision farming methods that emphasize high growth rates and short rearing periods. Simultaneously, modern consumers demand ready-to-cook products and seek transparency regarding the origin and quality of ingredients. The Khaw Dok Khae chicken meets these needs with its large breast size, tender and non-sticky meat, and flavor profile similar to that of pure native chicken. Moreover, its shorter rearing period of only 10–12 weeks and comparable market price yield favorable returns for farmers. This breed also serves as a viable supplementary source of income and food for households. Therefore, this study aimed to examine consumer behavior and satisfaction toward the Khaw Dok Khae crossbred native chicken. The findings will provide fundamental insights for market targeting, product development, and the formulation of effective long-term marketing strategies to enhance consumer satisfaction and awareness.

## Methodology

### Population and Sample

The study population consisted of crossbred native chicken meat consumers residing in the southern region of Thailand. As the total number of local chicken consumers was unknown, the sample size was determined using Cochran's formula (Cochran, 1963) at a 95% confidence level and a  $\pm 5\%$  margin of error, resulting in a required sample of 385 respondents. To ensure sufficient data for comprehensive analysis, a total of 400 consumers were surveyed.

### The study included two distinct groups:

The participant group for this study consisted of 400 consumers who had previously consumed crossbred native chicken meat and attended the Thung Yai Agricultural Fair 2025 in Thung Yai District, Nakhon Si Thammarat Province. Data were collected between February 28, 2025, and March 9, 2025. Convenience sampling was employed to select participants who were at least 18 years old, literate, and willing to voluntarily participate in the research project. This approach enabled the collection of detailed and specific information relevant to the objectives of the study.

A total of 50 food experts were selected through purposive sampling. This group comprised 20 lecturers and students from the Faculty of Agro-Industry, Rajamangala University of Technology Srivijaya, and 30 restaurant

operators from Nakhon Si Thammarat, Trang, and Phatthalung Provinces. The inclusion criteria required that participants be healthy adults aged 18 years or older, free from contagious diseases, able to consume chicken, literate, and willing to participate voluntarily. This group was used to evaluate sensory satisfaction with the crossbred native chicken.

### Collection of Data

A structured questionnaire was employed to assess consumers' sensory satisfaction after tasting boiled Kai Khaw Dok Khae chicken. The questionnaire was adapted from Pongvichai (2008) and utilized a five-point Likert scale to measure satisfaction levels across various sensory attributes. Each item offered multiple-choice responses with corresponding weights as follows:

Level 1 = Least satisfied

Level 2 = Slightly satisfied

Level 3 = Satisfied

Level 4 = Very satisfied

Level 5 = Most satisfied

The questionnaire evaluated consumer satisfaction across five key sensory dimensions:

(1) color, (2) odor, (3) flavor, (4) texture (chewiness), and (5) overall appearance

The research proposal has been submitted for approval to conduct human ethics and has received the document number WUEC-24-357-01

### Data Analysis

Data obtained from the questionnaires were analyzed using descriptive statistics,

including frequency, percentage, mean, and standard deviation. Levels of satisfaction were interpreted based on the mean scores derived from the five-point Likert scale.

The interpretation of mean scores followed the principle of stratification, calculated by subtracting the lowest value from the highest value and dividing the result by the number of levels (i.e., 5). This produced an interval range of 0.80, corresponding to the following satisfaction levels:

#### Average Score Interpretation

|           |                    |
|-----------|--------------------|
| 4.21–5.00 | Most satisfied     |
| 3.41–4.20 | Very satisfied     |
| 2.61–3.40 | Satisfied          |
| 1.81–2.60 | Slightly satisfied |
| 1.00–1.80 | Least satisfied    |

### Results

#### General Socioeconomic Characteristics and Consumer Behavior of Crossbred Native Chicken Consumers

The analysis of general information on consumer of crossbred native chicken meat including gender, age, marital status, education level, occupation, and average monthly income was conducted using frequency and percentage distributions. The results showed that the majority of respondents were female (84.50%), while male respondents accounted for 15.50%. Most consumers were aged 21–30 years (35.50%), followed by those under 20 years (30.75%). In terms of marital status, the majority were single

(83.25%), and married respondents accounted for 16.75%. Regarding educational attainment, most consumers held a bachelor's degree (42.50%), followed by those with lower or upper secondary education (36.25%), and postgraduate degrees (21.25%). For occupation, nearly half of the respondents were students (49.00%), followed by civil servants or state enterprise employees (25.75%), farmers (18.75%), and employees or laborers (6.50%). In terms of income, the largest group of consumers earned an average monthly income of less than 15,000 baht (49.50%), followed by those earning 15,001–30,000 Baht (30.25%). With respect to chicken consumption behavior, the majority of consumers reported eating chicken meat 1–2 times per week (66.75%), followed by 3–4 times per week (25.75%). For expenditure on chicken, most consumers spent 101–200 Baht per purchase (66.75%), followed by 201–300 Baht (30.50%). In terms of quantity purchased, 42.25% of consumers typically bought 1 kilogram per purchase, while 30.50% purchased 1.5 kilograms. Regarding purchasing sources, the majority of consumers preferred to buy chicken from fresh markets (61.25%), followed by department stores (26.00%), chicken farms (12.00%), and other sources such as online channels (0.75%). The primary reason consumers preferred native chicken meat was its perceived nutritional value, as indicated by 66% of respondents. This was followed by its suitability for preparing a variety of dishes (19%) and its affordability relative to product quality (15%). Regarding cooking preferences, boiled dishes were the most

commonly preferred preparation method, accounting for 44% of responses, followed by curry-based dishes (34%), stir-fried dishes (14%), and fried dishes (8%). In terms of consumer awareness of newly developed native chicken breeds in Southern Thailand, only 8.50% of respondents reported having received relevant information, whereas the vast majority (91.50%) indicated that they were unaware of recent developments in native chicken breeding. These findings underscore the importance of implementing promotional strategies and public awareness campaigns to improve consumer knowledge in Southern Thailand, particularly in Nakhon Si Thammarat, Trang, Phatthalung, and surrounding Provinces. Increasing public awareness of the benefits and ongoing development of new native chicken breeds may contribute to greater market acceptance and consumer demand in the future.

### **Consumer Satisfaction for Sensory Properties of Crossbred Native Chicken**

The sensory satisfaction evaluation of the crossbred native chicken (Khaw Dok Khae Chicken, KDK-Chicken) was conducted using a structured questionnaire administered to 50 food experts. The participants included 20 lecturers and students from the Faculty of Agro-Industry, Rajamangala University of Technology Srivijaya, and 30 restaurant operators from Nakhon Si Thammarat, Trang, and Phatthalung Provinces. This assessment provided preliminary data regarding the experts' satisfaction levels with various sensory attributes of the crossbred

native chicken, including color, odor, flavor, toughness, and overall appearance. The data were analyzed to determine satisfaction levels

consistent with the study's objectives. The sensory satisfaction results for Khaw Dok Khae Chicken are presented in Table 2.

**Table 2** Consumer satisfaction for sensory properties of crossbred native chicken (KDK-Chicken)

| Consumer<br>sensory satisfaction | Mean score  | Standard<br>Deviation (SD) | Satisfaction<br>level | Ranking |
|----------------------------------|-------------|----------------------------|-----------------------|---------|
| 1. Color                         | 3.40        | 0.646                      | Moderate              | 4       |
| 2. Odor                          | 3.68        | 0.653                      | High                  | 3       |
| 3. Flavor                        | 3.86        | 0.572                      | High                  | 2       |
| 4. Toughness                     | 3.32        | 0.642                      | Moderate              | 5       |
| 5. Overall Appearance            | 3.92        | 0.528                      | High                  | 1       |
| <b>Average</b>                   | <b>3.63</b> | 0.455                      | <b>High</b>           |         |

from structured questionnaires and calculations

Based on the sensory evaluation presented in Table 2, experts assessed boiled and sliced Khaw Dok Khae chicken and reported high overall satisfaction, with an average score of 3.63. When analyzed by individual attributes, three aspects received high satisfaction ratings: overall appearance (3.92), flavor (3.86), and odor (3.68). In contrast, two aspects were rated as moderate: color (3.40) and toughness (3.32). These results indicate that the sensory satisfaction assessment conducted by food experts provides valuable guidance for the development of the Khaw Dok Khae crossbred native chicken, helping ensure that the product meets consumer preferences and demand in the future.

The sensory evaluation results of the crossbred native chicken "Khaw Dok Khae"

revealed that the product's key strengths were its overall appearance, taste, and aroma, all of which received high satisfaction ratings. In contrast, color and tenderness/texture were rated at a moderate level. Therefore, marketing promotion strategies should adopt an approach of "highlighting strengths while improving weaknesses" in accordance with the research findings, as follows:

#### **Establishing the Product's Selling Point**

Marketing communication strategies should emphasize that Khaw Dok Khae is a "crossbred native chicken distinguished by its excellent taste, appealing aroma, and desirable texture." The product is well positioned to satisfy consumers seeking the traditional flavor and eating quality of native chicken while also

benefiting from enhanced production efficiency and commercial potential.

### **Product Positioning**

The product should be positioned as a “premium native chicken for health-conscious consumers and traditional local cuisine.” It is particularly suitable for local restaurants, health-focused restaurants, consumers who prefer firm-textured chicken meat, and the gastronomy tourism market. In Southern Thailand especially, the product can be closely associated with local culinary identity and traditional food culture.

### **Marketing Communication Strategy**

Promotional messages should emphasize phrases such as “Khaw Dok Khae chicken: aromatic and delicious like authentic native chicken” or “Khaw Dok Khae chicken: rich flavor, ideal for traditional Thai cuisine.” Marketing efforts should incorporate reviews from professional chefs, cooking demonstrations, food tasting activities, and content marketing through online media platforms.

### **Product Development Based on Moderately Rated Attributes**

#### **1) Color**

Some consumers may expect darker skin or meat color. Development approaches may include adjusting feed formulations through the use of natural carotenoid-rich ingredients, improving free-range farming systems, or creating consumer awareness that natural color reflects product safety and quality.

#### **2) Tenderness/Texture**

Texture is an important issue, as some consumers prefer a firm yet tender texture, while others may dislike excessively tough meat. Therefore, marketing strategies should clearly segment consumer groups. For example, products targeting elderly consumers or urban markets may focus on processed products with softer textures, whereas traditional food markets may emphasize the product’s “firm and enjoyable chewiness” as a distinctive characteristic.

### **Value-Added Product Development**

The product can be further developed into both ready-to-cook and ready-to-eat products, such as premium frozen crossbred native chicken products. In addition, it may be adapted into region-specific dishes using locally sourced ingredients or community identity products to strengthen its market value and uniqueness.

### **Discussion**

This study of consumer behavior and satisfaction with crossbred native chicken (Khaw Dok Khae) aligns with previous research on native chicken consumption patterns and marketing preferences in Thailand. For instance, Lekbangpong *et al.* (2024) examined consumer behavior in Phatthalung Province and found that consumers typically purchase native chicken meat once per month, preferring whole, yellow female chickens weighing approximately 2 kilograms. Fresh

markets were the preferred purchasing venue, and the meat was commonly used in dishes such as free-range chicken curry and tom kha. Key marketing factors prioritized by consumers included product quality, promotion, distribution channels, and price, all of which were rated highly. Similarly, Prasertchitsan (2019) investigated chicken purchasing behavior in Tha Uthen Subdistrict Municipality, Nakhon Phanom Province, based on 400 consumer responses. The study found that consumers favored fresh markets due to proximity, spent 50–100 Baht per purchase, and typically purchased 1 kilogram of chicken two times per week. The meat was commonly used for stir-frying, deep-frying, and boiling. Marketing factors were ranked in the order of product, price, distribution channels, and promotion.

Comparable findings were reported by Orahuntgulbodee and Suriya (2020) in Khon Kaen Province, where consumers emphasized chicken size and odorlessness when selecting native chickens. Fresh markets were again the preferred source, and chickens were primarily used in boiled dishes, with an average weekly purchase volume of 1.1–2.0 kilograms. Consumers considered product quality, price, and distribution channels to be the most important factors. These studies collectively provide a benchmark for developing effective marketing strategies for crossbred native chickens.

In Southern Thailand, a wide range of native and crossbred native chicken breeds are raised to meet the specific needs of producers, and the market demands of each locality. The Khaw Dok Khae chicken, a newly developed

crossbred native breed, demonstrates strong adaptability and is suitable for a variety of culinary applications, offering meat with a desirable balance of tenderness and firmness. The overall satisfaction score of 3.63 indicates a high level of consumer acceptance. This finding suggests that crossbred native chickens raised at an appropriate age and market weight are highly preferred by consumers. The sensory evaluation results further reveal that the Khaw Dok Khae crossbred native chicken has considerable potential to be promoted as an alternative livestock product for consumers who value the flavor and unique characteristics of native chicken meat. In particular, sensory attributes such as taste, aroma, and overall acceptability received favorable evaluations. Nevertheless, improvements in meat color and tenderness are still needed to further enhance consumer acceptance and support future commercial expansion.

Previous research in Thailand supports these findings. Sopha *et al.* (2013) reported that the advantages of dishes prepared from native chicken include firm meat, good taste, and high nutritional value, whereas disadvantages include higher cost, limited availability, and tougher texture. Lengkidworraphiphat *et al.* (2021) analyzed the nutritional composition and flavor of Thai native chicken, broiler chicken, and black-boned chicken, finding that Thai native chicken contains the highest amino acid content especially glutamic acid contributing to its superior flavor. Jaturasitha *et al.* (2008) reported that native chicken meat has lower fat and cholesterol

compared to imported breeds such as Bresse and Rhode Island Red, making it particularly suitable for health-conscious consumers seeking low-fat, chewy meat. Further studies, including Prapasawat *et al.* (2013), found that consumers expressed very high satisfaction with various native chicken breeds, particularly regarding firmness, tenderness, odor, and taste, with overall satisfaction scores ranging from 3.92 to 4.35. Leotaragul *et al.* (2009) assessed awareness and satisfaction with the Chiang Mai Pradu-Hangdum native chicken among researchers and students at an invention contest, reporting that 32.70 percent were familiar with this breed. To meet consumer demand for crossbred native chickens in the southern region, producers should implement safe and certified farming systems to build consumer confidence. Effective marketing strategies including campaigns, advertisements, and public relations through multiple media channels are essential to establish a reputation for quality and flavor. These strategies will serve as a guideline for promoting the crossbred native chicken market and supporting long-term development.

### Conclusion

This study examined consumer behavior of the Khaw Dok Khae chicken, a crossbred native chicken developed from the Sriwichai breed, a signature native chicken of Nakhon Si Thammarat Province. Data were collected from 400 consumers using a structured questionnaire, and sensory satisfaction was assessed by 50 food

experts. The results indicated that most consumers were female, aged 21–30 years, held a bachelor's degree, and had an average monthly income of less than 15,000 Baht. Most consumers consumed chicken meat 1–2 times per week, typically spending 101–200 Baht per purchase and buying 1 kilogram at a time. Fresh markets were the preferred purchasing source. The primary reason consumers preferred native chicken meat was its perceived nutritional value (66%). Boiled dishes were the most favored preparation method (44%), followed by curry-based (34%), stir-fried (14%), and fried dishes (8%). Awareness of newly developed native chicken breeds in Southern Thailand was low, with only 8.50% of respondents reporting prior knowledge, while 91.50% were unaware of such developments. Sensory evaluation by food experts revealed high overall satisfaction with the cooked chicken (mean score=3.63). Three sensory attributes overall appearance (3.92), flavor (3.86), and odor (3.68) received high satisfaction ratings, whereas color (3.40) and toughness (3.32) were rated moderate.

### Recommendations

Further studies should be conducted to develop appropriate culinary preparation methods and value-added food products that highlight the distinctive characteristics of this crossbred native chicken, particularly its firm yet tender meat texture. Farmers should also emphasize proper feed management and rearing practices, especially the use of nutritionally

balanced diets and an optimal rearing period not exceeding 12 weeks, to ensure carcass and meat quality suitable for market demand and diverse cooking methods.

In addition, continuous promotion and marketing activities should be strengthened to increase consumer awareness and market opportunities. These activities should highlight key selling points such as meat quality, flavor, breed identity, and safe production practices. Collaboration among government agencies, educational institutions, and private-sector organizations is also essential to support knowledge transfer in production, processing, and marketing throughout the value chain, thereby promoting sustainable income for local communities.

For future research, sensory evaluation or blind testing should be conducted to compare this crossbred native chicken with other native chicken breeds in Southern Thailand. The results could be used to identify distinctive selling points and support pricing strategies and targeted marketing communication in competitive markets.

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