



Proportion of Fermented Juice Consumption of Residents of One Community in Khon Kaen Province

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Background and objectives: Fermented juice has been increasingly consumed as juice therapy since 2010 in Thailand. There has, however, been no study defining the numbers of its consumers before. This study aimed to study 1) the proportion of residents consuming fermented juice in a community in Khon Kaen 2) the reasons for fermented juice this practice and 3) the types of fermented juice consumed. This descriptive study was collected data in a community in Amphoe Mueang, Khon Kaen Province. The study population was 957 community-residents (excluding those under 18 years), from which 373 were chosen by simple random sampling. Interview questionnaire was used to collect data: (Part 1) general information of interviewee and (Part 2) the reasons, types and satisfaction after consuming fermented juice. Data analysis used descriptive statistics included proportion, mean, standard deviation, median, interquartile range and 95% confidence interval.

Results: With 100% response rate, the proportion of fermented juice consumption was 31.6% (95% CI : 23.6, 40.5). The major reason for drinking it was to treat underlying diseases (61.1%); the most common of which being musculoskeletal disease, hypertension and diabetes mellitus. Another 38.9% drank fermented juice as a dietary supplements. Lookyor, makhampom and mangosteen fermented juice was drunk by 58.3%, 38.9%, and 27.8% of consumers, respectively.

Conclusion: One-third of the samples participants consumed fermented juice (principally lookyor juice) and mostly to treat some underlying diseases of which musculoskeletal disease being the most common.

Keywords: Fermented juice, consumption, Proportion, Northeast Thailand

