

Areeya Rungpadungkiat 2006: Factors Affecting the Import of Plastic Film for Food Packing in Thailand. Master of Economics (Business Economics), Major Field: Business Economics, College of Graduate Studies. Thesis Advisor:
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The objectives of this study were to study general information of production and market as well as to study the strength, weakness, opportunity and threat of plastic film for food packing in Thailand and to study the factors affecting the import of plastic film for food packing in Thailand by covered the compilation of secondary data during the period 1996 to 2005 and using multiple regression to analyze.

This study indicated the significant factors at the level of 0.01 affecting the import of plastic film for food packing in Thailand were Gross National Income and average price of imported plastic film. The strength came from the food that Thailand was the leader of petrochemical producer of Association of South East Asian Nations (ASEAN). The weakness was a scarcity of skilled labor in plastic film production and the ineffectiveness of production technology and high cost in Thailand. The opportunity was that Free trade agreement can influence the price of imported plastic film for food packing to be decreased. Other threats that was lacking of special raw material for making plastic film for food packing and lacking of research development in manufacturing technology.

When exploring the elasticity of the import of plastic film type of Polyethylene film, it was found that the average price of imported plastic film elasticity value was -1.964, and the elasticity value of Gross National Income was 2.334. From the study of the elasticity of the import of Polypropylene film, it was found that the average price of imported plastic film elasticity value was -3.929, and the elasticity value of Gross National Income was 3.530.

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