

Nawawan Maneetsd 2007: Factors Affecting the United States of America Canned Seafood Import Demand from Thailand. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Ruangrai Tokrisna , Ph.D. 151 pages.

Canned seafood is one of the most export commodity of Thailand. In addition, the United States of America market is ranked as the most important import market for Thailand. At present, canned seafood exports faced trade barriers and high competitive environment. This study objective therefore was to analyze the factors affecting the United States of America canned seafood import demand from Thailand. The Ordinary Least Square method was applied using for 1982-2003 data.

Based on the findings, import of smoked sardines in oil canned \$1 per can or other at \$1.10 per can depended on the import prices from Thailand, Morocco and Portugal and USA's CPI adjusted per capita income; with elasticity coefficients equal to -2.109 0.612 1.244 and 7.899 respectively. Import of sardines not skinned/boned in oil in airtight containers depended on the import prices from Thailand and Ecuador; with elasticity coefficients equal to -3.886 and 4.035 respectively. Import of tuna and skipjack in oil in airtight containers depended on the import prices from Thailand and the Philippines and USA's CPI adjusted per capita income; with elasticity coefficients equal to -5.735 3.785 and 16.882 respectively. Import of tuna albacore not oiled in airtight containers not over 7 kg. not U.S. stamp depended on the import prices from Thailand and Indonesia; with elasticity coefficients equal to -3.272 and 1.522 respectively. Import of tuna (not elsewhere specified) not oiled in airtight containers not over 7 kg. not U.S. stamp depended on the import prices from Thailand and the Philippines and USA's CPI adjusted per capita income; with elasticity coefficients equal to -5.224 3.389 and 13.487 respectively. Import of tuna albacore not oiled in airtight containers over 7 kg. not elsewhere specified depended on the import prices from Thailand and Indonesia and USA's CPI adjusted per capita income; with elasticity coefficients equal to -6.354 6.290 and 22.189 respectively. Import of tuna/skipjack not elsewhere specified not oiled in airtight containers over 7 kg. depended on the import prices from Thailand, Indonesia, Ecuador and Taiwan; with elasticity coefficients equal to -3.273 1.005 1.506 and 0.850 respectively. Import of king crabmeat prepared in airtight containers depended on the import prices from Thailand, Indonesia, Malaysia and Japan; with elasticity coefficients equal to -0.487 0.461 0.441 and 0.581 respectively. Import of crabs prepared /preserved (not elsewhere specified) in airtight containers depended on the import prices from Thailand and Canada and USA's CPI adjusted per capita income; with elasticity coefficients equal to -2.665 1.057 and 26.166 respectively. Import of shrimps and prawns frozen in airtight containers depended on the import prices from Thailand and Japan and USA's CPI adjusted per capita income; with elasticity coefficients equal to -1.571 0.373 and 15.019 respectively. Import of shrimps and prawns canned depended on the import prices from Thailand and Indonesia and USA's CPI adjusted per capita income; with elasticity coefficients equal to -0.332 1.982 and 7.796 respectively. Import of clams in airtight containers (not elsewhere specified) depended on the import prices from Thailand and USA's CPI adjusted per capita income; with elasticity coefficients equal to -1.522 0 and 8.527 respectively.

Thai canned seafood could use the pricing policy as well as maintaining the product quality in order to boost and enlarge the import by the United States of America. Increasing competitive advantage in the market by decreasing production cost for pricing benefit and maintaining or increasing the quality due to the United States of America market demand.



Student's signature



Thesis Advisor's signature

