

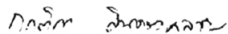
Kittika Sintumongkolchai 2007: Factor Affecting Demand for Thai Modified Tapioca Starch in Major Trading Countries. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Boonjit Thitapiwatanakul, Ph.D. 180 pages.

Modified tapioca starch is the one of high value added tapioca products, that takes advantage for quality and not effect from trade barrier like native starch. And there is an increasing trend of both export quantity and value.

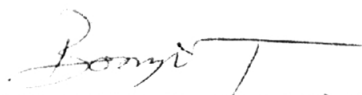
The main objectives of this study are to study the overall markets for modified tapioca starch and to analyze factor affecting demand for Thai modified tapioca starch in major trading countries. The results of the study will help policy formulation and marketing plans of concerned government agencies and producers. Moreover, it will be useful for person who interested in this industries.

The result of this study shown that the ratio of export market to domestic market was 75 to 25. The main export markets are Japan, China, Indonesia, The Netherlands, The United States and The Republic of Korea. Results of the analysis shown that modified tapioca starch price of Thailand was a significant factor effecting demand for Thai modified tapioca starch in Japan, Indonesia , The Netherlands in which the price elasticities were -0.68, -0.81, -2.9 respectively, the GDP per capita was a significant factor effecting demand for Thai modified tapioca starch in China and The Republic of Korea, and the modified tapioca starch price of The Netherlands was a significant factor effecting demand for Thai modified tapioca starch in The United States, of which the price elasticity was 2.2 .

The study indicates that the future potential of Thai modified tapioca starch industry is still bright in major trading countries especially in the Asian market and The Netherlands. However, the is a need for further development of the industry in new products, reducing production and processing costs and determining new trade alliance in order to be more competitive and expansion.



Student's signature



Thesis Advisor's signature

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