


Metta Jankaew 2006: Factors Influencing Decision to Outsource Logistics Activities in the Automotive Industry of Thailand: A Case Study of Eastern Region. Master of Economics (Business Economics), Major Field: Business Economics, College of Graduate Studies. Thesis Advisor: Mr. Bhisanuwat Thaweewat, D.A. 88 pages. ISBN 974-16-2314-3


Thailand automotive industry is a very competitive industry since it is aimed to become the Detroit of Asia. It is the biggest group of automotive manufacturer in ASEAN. To compete advantageously the industry has to concentrate on better price and service. The manufacturers have to reduce cost and get better of internal logistics management or outsourcing companies which have capabilities to satisfy customers' requirement with competitive edge.

This research aimed to study the process of logistics management, the strategies employed in the automotive industry and the factors influencing decisions to outsource logistics activities. This research collected data by surveyed questionnaires of all 4 automotive companies in the region. The data was analyzed and displayed by frequency distribution, percentage, mean, standard deviation. The survey results are tested by Independent Sample T-Test statistics.

The fact findings from the research are summarized as follow: all samples have experienced logistics outsourcing. Logistics activities being outsourced are transportation, packaging and logistics communications. The factors that influence company to outsource logistics activities have no significant differences according to size of company, amount of registered capital and trading scope at 0.05 significance level.



Student's signature

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Thesis Advisor's signature