

## ABSTRACT

Thesis Title : Market Structure of Toothpaste Industry in Thailand

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The objectives of this study are: 1) to study market structure of Toothpaste Industry in Thailand by consideration of industrial concentration 2) to study pricing competition and non pricing competition by description method

Concentration ratio method, Herfindahl index, Comparative concentration and Entropy index were employed for measuring the levels of industrial concentration of toothpaste industry . The price and cost of toothpaste were considered for the study of pricing competition and non pricing competition .

The result of the study disclosed that the market industry in Thailand is a monopolistic competition market since the level of concentration calculated by three method , Concentration ratio method, Herfindahl index, Comparative concentration, were quite high and calculated by Entropy index was quite low . The result of the study of pricing competition and non pricing competition had a non pricing competition tendency since the toothpaste is necessary goods and the major cost of toothpaste is raw material . Almost raw material were imported .