

## ABSTRACT

**Thesis Title** : An Analysis of Demand Function Market Structure and  
Companies' Financial Ratio for Very Small Aperture  
Terminal Service (VSAT) in Thailand

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This thesis analyses the demand function for Very Small Aperture Terminal Service in Thailand and attempts to determine the factors having an impact on demand for VSAT service within Thailand. This analysis uses microeconomic theory concerning consumer behavior. The factors used in the study are types of business, total number of branches of business, VSAT's monthly service charges and other substitution service's monthly service charges. Moreover, this thesis also studies the market structure, density ratio and financial ratios of existing VSAT operators.

The study is utilizes both descriptive and quantitative methods. Both methods use primary and secondary data. Primary data were collected by questionnaires. These data are then used to evaluate and analyze the demand function for VSAT services through SPSS and Limdep programs. Secondary data

were collected from public and private sectors and also various articles. These data are used to study the trend, status and characteristics of the market and also to conduct financial ratio analysis.

The results of the study show that VSAT service is an oligopoly market. There are three different government agencies who have an authority to grant licenses to private companies. The density ratio of the market has not been changed even though more VSAT providers came into the market. At present, VSAT service's largest customer is the banking sector. Samart Telecom is the most popular service provider and has the strongest financial ratios. The factors affecting the demand for VSAT show that VSAT's monthly service charge, VSAT's substation service's monthly service charge and total branches of business are related to the Demand for VSAT. VSAT service also has price and cross elasticity's of demand which follow Demand elasticity rules.