

ABSTRACT

Thesis Title : The Factors Determining Export Demand for and Supply
of Thailand's Frozen Chicken to Japan

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Frozen chicken industry, one of the most important agro-industry of Thailand, is produced for export about 15 to 20 percent of total production. Thailand began to export frozen chicken since 1973. Japan imported frozen chicken from Thailand about 80 to 85 percent of total Thai export value.

The objectives of this study are to study the factors determining export demand for and supply of Thailand's frozen chicken to Japan and to study the elasticities of those factors. This study uses multiple regression analysis and employs ordinary least squares method to estimate the changes in export demand for and supply of Thailand's frozen chicken to Japan.

The export demand function of Thailand's frozen chicken to Japan depends on the relative export price of Thai frozen chicken export's price with other country export's price in Japan at last year, gross national product of Japan

(GNP) and exchange rate. The changes of those factors can explain the changes in the export demand for frozen chicken about 99.51 percent. The relative between export demand and export price with respect to last year is the negative way, the elasticity about - 0.9245 at 95 percent of the confidential level. The relative between export demand and gross national product of Japan is the positive way, the elasticity about 2.4714 at 99 percent of the confidential level. The relative between export demand and exchange rate is the negative way, the elasticity about - 1.1613 at 99 percent of the confidential level.

The export supply function of Thailand's frozen chicken to Japan depends on the relative export price of Thai frozen chicken export's price to Japan with Thai chicken retail's price at last year and chicken production of Thailand. The changes of those factors can explain the changes in the export supply of frozen chicken about 89.47 percent. The relative between export supply and export price with respect to last year is the positive way, the elasticity about 2.5621 at 99 percent of the confidential level. The relative between export supply and chicken production of Thailand is the positive way, the elasticity about 1.690 at 99 percent of the confidential level.