

ABSTRACT

Thesis Title : Factors Determining Thai Frozen Shrimp-Export Demand
of Japan and USA.

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The objectives of this thesis are to study inputs, marketing and Thai frozen shrimp-export of Japan and USA, and to study factors determining Thai frozen shrimp-export demand including elasticities of factors determining Thai frozen shrimp-export demand of both countries. Data employed in this analysis is time series data from 1978-1994. Multiple Regression Procedure is the method used for analyzing the relationship between independent and dependent variables.

The hypothesis of this study is that Thai frozen shrimp-export demand is determined by the ratio of Thai export price and competitors' and Gross Domestic Product of import country. Thai competitors in Japan are China, Indonesia and India, and our competitors in USA are Equador, China and India.

An analysis of Thai shrimp export to Japan found that the ratio of Thai export price and competitors' and Japan Gross Domestic Product are the two significant factors determining Thai frozen shrimp-export demand of Japan about 96%. Price elasticity and income elasticity of Thai frozen shrimp-export demand of Japan are 1.0355 and 1.8268 respectively.

An analysis of Thai frozen shrimp-export to USA found that the two important factors determining Thai frozen shrimp-export demand of USA nearly 98% are ratio of Thai export price and competitors' and USA Gross Domestic Product. Price elasticity and income elasticity of Thai frozen shrimps-export demand of USA are 1.8715 and 4.1163 respectively.

This analysis also found that the price elasticity of Thai frozen shrimp-export demand is very high; therefore, if Thai Exporters can reduce price by controlling cost especially in labour wage and shrimp feed, their exports may then increase. However price elasticity of Thai frozen shrimp-export demand of USA is quite higher than Japan's. Thai exporters may expand more in USA if Thai export price in Japan is not stable.