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: MAJOR

KEY WORD:

NAREUMON CHOMPUNUJ : EVALUATION OF THE ADVANTAGES OF THE NAVA  
NAKHON INDUSTRIAL ESTATE BEFORE AND AFTER MANUFACTURERS' DECISION-  
MAKING ABOUT LOCATION. THESIS ADVISOR : ASSO. PROF. NAROTE  
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This thesis has two main objectives: firstly, to evaluate the advantages of Nava Nakhon industrial estate as judged by manufacturers before and after making locational decision and secondly, to measure the differences between these pre-and post-evaluations and to compare the patterns of evaluation among different manufacturing groups. Of the 210 questionnaires dispatched to factory population in the estate, only 79 responses were classified as usable. Using the t-test as the main statistical method, the analysis reveals five advantages of the Nava Nakhon industrial estate being, in order of importance, public utilities, services, land and buliding, internal and external linkages with respect to the estate. In addition, it is found that the same advantages were usually rated by manufacturrers to be favourable before making locational decision but less so after such were made. No difference, however, is detected among manufacturing groups in the patterns of pre-and post-evaluation.