

DHAMANOON ROJANADAMKERNGCHOKE : THE EXPORT MARKETING IN ARTIFICIAL FLOWERS AND ARTIFICIAL FOLIAGE PRODUCTS OF THAILAND. THESIS ADVISOR: DR. GUNTALEE WECHASARA, MR. CHARTCHAI YIANGYONGPHAN, Ed.D. 147 PP.

The objective of this research is to study marketing situations, effecting factors, problems and barriers in exporting artificial flowers and foliage products of Thailand.

The secondary data indicate that the important importing countries have been expanding. The United States of America is the biggest importing country of artificial flowers and foliages, considering that it comes up more than 50 percent of the total trading value of the world market following Hongkong, France, United Kingdom and West Germany. Regarding to Thailand's exporting markets, the U.S.A. is the most considerable importing country for it is scoring above 80 percent of the total value in exporting following Canada, West Germany, Belgium, Australia, United Kingdom and France. The exporting value of Thailand is increasing yearly to the total satisfaction because there are many supporting external and internal factors, such as The Generalized System of Preferences (G.S.P.) and from internal factors which mostly are supported by the Thai Government, i.e. Board Of Investment, Ministry of Commerce and the Custom Department. The Primary data reveals that price is the significant factor as well as the quality of products. The problem of the industry is due to the lack of skilled workers. In addition, there are problems such as lacking of marketing information and slowness in communication with the government.

Barriers which should be solved to help develop the exporting of Thai artificial flowers and foliages are as follows; the process of import tax refund for the imported raw material should be faster, the reduction of over dependency on imported raw material by improving of local raw materials or to find some other substitute raw materials locally. Manufacturers should pay attention in quality control and delivery time, reduce the dependency on U.S.A. market and expand to other countries. Other than this, exporters should arrange marketing promotions such as participation in international trade fair, trade mission, sending catalogs and visiting customers abroad.