

Wararat Leevarangkul 2010: Demand of Thailand's Natural Rubber Products.

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Natural Rubber Products is a very significant exportation for Thai economy. Since, Thailand is the world largest producer and its trend will increase. Hence, the development of rubber products is the imperative alternative. The objective of this study are 1) to study about the production and marketing of natural rubber products 2) to analyze the factors that affecting demand in Thai and the exporting demand especially Ribbed Smoked Sheet (RSS), Standard Thai Rubber (STR), and Concentrated Latex of major export countries, that are China and 3) to forecast demand of natural rubber products in Thai and the exporting demand, the year 2008 to 2011. The econometrics model with Ordinary Least Square's Method (OLS) was created.

The analysis indicates that the important factor affecting demand of RSS, STR and Concentrated Latex in Thai are gross domestic product of Thai. The important factor affecting export demand RSS of Thai to China depend on exchange rate. The important factor affecting demand STR and Concentrated Latex of Thai to China are gross domestic product of China. Forecasting of demand for natural rubber products in Thai found that will increase demand of RSS, STR and Concentrated Latex in Thai. The exporting demand of RSS of Thai to China will decrease but STR and Concentrated Latex of Thai to China's trend will increase.

The results of this case suggest Thai might be suggested to use a non-price policy such as research and development in order to maintain the quality and strategy for expanding export. Furthermore, Thai should increase the use and the export of products for industries.

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