

SEKSAN BUASUP : A FORECAST OF DEMAND FOR CANNED PINEAPPLE IN WORLD MARKET. THESIS ADVISOR : ASST. PROF. ACHARA CANDRACHAI, D.B.A.  
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The objectives of this research are to study the general situation of the production and marketing of the canned pineapple industry of Thailand and the world, and to find the appropriate forecasting method for the industry, including to study the factors that affect the demand of canned pineapple in order to forecast the demand.

The result of the research is that there are 8 important countries which highly consume canned pineapple - the United States of America, the Federal Republic of Germany, the United Kingdom, Japan, France, Canada, Italy and Netherland. By testing the accuracy of various forecasting methods, it shows that using a multiple regression method gets better result than using a time series models.

The factor of gross national product has more positively effect on the demand of canned pineapple than the number of population. The world's demand of canned pineapple is predicted to be constant during 1987 - 1993. The growth rate of the demand of canned pineapple in Japan is increasing 11.04 percent annually while this growth rate in the Federal Republic of Germany is decreasing 0.27 percent annually.