

Saranya Jaikla 2012: The Effect of Real Exchange Rate on Thai Export Price of Cut – Flower Orchids to the United States of America. Master of Economics, Major Field: Economics, Department of Economics. Thesis Advisor: Associate Professor Chiraphan Kuladilok, M.Econ. 76 pages.

This research aimed to study marketing and export of Thai cut – orchids to the United States of America and study to the effect on real exchange rate on Thai export price of cut – flower orchids to the United States of America. Based on the PPP theory and econometric concepts to explain the result. This research used quarterly secondary data during q1/2002 – q4/2011 which was analyzed by the descriptive and quantitative method by ordinary least square.

The research showed that USA imports cut – flower orchids from Thai to the max. Columbia is new competitor. The problems are transportation cost, transaction cost, quality cause from market does not efficiency and standard. Thai of real exchange rate compare with the USA, the USA of disposable personal income and economic crisis which affect to Thai export price of cut – flower orchids to the USA. When all of dependent variables changed in increase then independent variable changed in increase also. So Thailand should be improved many sector and more effective for rescue market share that Thailand is market leadership.

The result suggests that the government must support and development the marketing and export quality for more efficiency and protect the market share. The exporter should make future contract for protect the risk from real exchange rate of fluctuation affect to export price of cut – flower orchids.

---

Student's signature

---

Thesis Advisor's signature