

Tanyakorn Rittaphai 2011: Market Structure of Oyster at the Farm Level in Amphoe Kanchanadit Changwat Surat Thani, 2010. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Chamnien Boonma, Ph.D. 82 pages.

This research aimed to study the market structure, conduct and performance of oyster in Amphoe Kanchanadit Changwat Surat Thani, 2010. Secondary data from various government sources were used and primary data were collected from surveys of oyster farms and assemblers and analyzed by qualitative method.

The study results revealed that the market structure of oyster in Amphoe Kanchanadit Changwat Surat Thani was in oligopsony with concentration ratio or CR3 of 0.60. There were two large scale buyers with low degree of competition. However, the two buyers competed each other in terms of service. Barrier to entry business of new buyer was not difficult for small buyer. There was a close relationship between oyster farms and the buyers. Each farm sold the product to not exceed 3 buyers while some farm sold only to regular buyer. Quality of oyster was based on the freshness and size.

It was recommended that in order to increase the competitiveness of oyster market, assemblers with retail stall should be promoted.

---

Student's signature

---

Thesis Advisor's signature