

Chonthira Aueworakhunanan 2014: Market Structure, Conduct and Performance Analysis of Packed Jasmine Rice Market in Thailand. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Ravissa Suchato, Ph.D. 103 pages.

The objective of this research was to study about market structure, conduct and performance of packed jasmine rice market in Thailand during the period of B.E 2551 – 2553. The research methodology was to collect the data by interviewed the persons involving in the packed jasmine rice business and the packed jasmine rice merchants, the member of Thai Rice Packers Association receiving the certification of the packed jasmine rice standard by the Department of Internal Trade. In addition, the secondary data collected from several sectors.

The research results showed that the concentration ratios (CR_4) of four major packed jasmine rice companies was equal to 64.88 percent, and the Herfindahl Hirschman Index (HHI) was equal to 2,088.30 reflecting the moderate concentration ratio. It demonstrated that the market structure of packed jasmine rice has been considered as the oligopoly market with high competition and there are many barriers such as working capital, and brand royalty etc. to enter to the modern trade. In addition, the merchants attempt to compete by product differentiation but cannot accomplish the goal because the product price is still the most significant factor for the consumers. The analysis of price setting of packed jasmine rice found that the average of displayed price was 247.13 Baht per 5 kilograms while the average of selling price was 199.49 Baht per 5 kilograms. The change of price has been the important role for the market followers concentrated on the price strategy in order to retain the market share. The operation performance was analyzed by the Price-Cost Margin analysis found that the average of packed jasmine rice industry was equal to 0.11 and the gross profit margin is not quite different. These results showed that the packed jasmine rice merchants have low market power due to the high competition, especially price competition, although they were the market-leaders.

Student's signature

Thesis Advisor's signature