

ABSTRACT

Title : Marketing Structure and Conduct of Ceramics Industry in Chiangmai Province

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The objectives of this research were : 1) to investigate market structure of ceramics industry in Chiangmai province, 2) to study its market behavior; and 3) to determine ways for making improvements in ceramics market in Chiangmai province. These will be useful to producers, academics and intersted people controlling the factors to make them compatible with the policy.

Quantity analysis was used for the market structure study and quality descriptive was used for the study of market behavior and guidelines for improvements. Concentratio ratio and Herfindahl index were used for quantity analysis with the calculation of the capital investment in ceramics industry of Chiangmai during the year 1992-1996.

The study revealed that there were 25 ceramics factories in Chiangmai province : 11 medium-sized and 14 small factories. The measurement of market concentration was conducted by using concentration ratio (CR) of capital value of the share for the first 4 (CR_4), 8 (CR_8) and 16 (CR_{16}) factories in the years 1992-1996 which has decreased over time. The market concentration measured by Herfindahl index (HI) of capital value has also decreased over time. Thus, it was concluded that the marketing structure of ceramics industry in Chiangmai province was differentiated Oligopoly, The study of the barriers of new entry indicated that no problem on investment value; As their products were different in design, the problem was found to be technical skill.

The study of market behavior showed that the prices were determined by the cost of product market place and demand in the market. Manufacturing processes were found to be traditional with low technical efficiency.

For improvement in it was found that there should be improvement in the following: raw materials and technology; standard quality of products and setting prices to compete with other countries.