

Abstract

The main objectives of this research were to investigate 1) the level of readiness in logistics and supply chain management of Thai Automotive Parts Manufacturers in Eastern Seaboard Industrial Estate towards the AEC, 2) grouping the manufacturers according to their readiness's 3) comparing the level of readiness in logistics and supply chain management towards the AEC in 5 aspects i.e. plan, source, make, delivery and return, and 4) comparing the level of readiness in marketing strategy and marketing research. Questionnaire was used to collect data from 204 samples in Thai Automotive Parts Manufacturers in Eastern Seaboard Industrial Estate. For data analysis, K-Means Cluster Analysis was employed to group the manufacturers according to their readinesses and t-test was employed to compare their readinesses in logistics and supply chain management aspects.

The research findings revealed that via using K-Means Cluster analysis the samples can be grouped into 2 groups according to the readiness in logistics and supply chain management aspects. The first one has 92 manufacturers and another one comprises of 112 manufacturers. It was found that there are statistically significant differences in the readiness in logistics and supply chain management aspects towards the AEC in all logistics and supply chain management aspects i.e. plan, source, make, delivery and return between two groups ($p\text{-value} < 0.01$). The second group has higher level of readiness than the first group. Moreover, the second group has higher level of readiness marketing strategy and marketing research than the first group as well ($p\text{-value} < 0.01$).

Keywords: Readiness, Logistics and Supply Chain Management, Automotive Parts

Industry, Cluster Analysis, Marketing Strategy, Asean Economic Community
(AEC)