

Ratchatapong Setthawat 2006: An Analysis of Competitiveness in Fruit Juice Product Export of Thailand. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resources Economics. Thesis Advisor: Mr. Charuk Singhapreecha, Ph.D. 194 pages. ISBN 974-16-1806-9

The objective of the study is to analyze Thailand's competitiveness for export of processed fruit juice product, through the methods of revealed comparative advantage (RCA) and domestic resource cost (DRC). In case the product has $RCA > 1$, it shows the comparative advantage in export. In the same time, the product has DRC ratio < 1 , it shows the comparative advantage in production.

The results of the study found that Thailand ranked the 13th number among the processed fruit juice exporter in 2004 and it had the comparative advantage in export. This shows the continuing tendency of comparative advantage in the world market. The study also compared with particular export competitors in 5 countries. It indicates that Thailand got the highest chance in Spain, but had the decreasing trend in the Netherlands, USA, and Italy. But when compared with Japan, Thailand had the obvious disadvantage. In terms of DRC, it was found that Thailand had the comparative advantage in production and tendency to produce more.

When considering the factors affecting the comparative advantage for export, it was found that the government sector protected the processed fruit juice industry but such protection makes less comparative advantage. Moreover, some factors like the real wage, the expansion of the world market, and the key importing countries had affected comparative advantage in export processed fruit juice product of Thailand.

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