

Walaiporn Thambamrung 2007: An Analysis of Import Demand for Thai Frozen Seafood in Japan.  
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The objectives of this study were to study general conditions, problems, constraints and marketing measures in Japanese import of Thai frozen seafood, and to analyze factors affecting the import demand for Thai frozen seafood in Japan as well as for other major exporting countries. Time-series data of import prices and values of frozen seafood in Japan during 1988-2004 for shrimp and cuttlefish and squid and 1990-2004 for crab, were employed for the model of Almost Ideal Demand System (AIDS), using seemingly unrelated regression (SUR) method.

Factors affecting import demand for Thai frozen shrimp in Japan were import prices from Thailand, Vietnam, Indonesia and other countries. Thailand competitor was Vietnam, whose own-price elasticity of demand was higher than Thailand. Factors affecting import demand for Thai frozen cuttlefish and squid in Japan were import prices from China, other countries and total expenses. Expenditure elasticity of demand from Thailand was less than from Vietnam, where was exporter of quality frozen cuttlefish and squid as well as Thailand. Factors affecting import demand for Thai frozen crab in Japan were import prices from China, Indonesia, India and other countries. Main competitors of Thailand was India and other countries.

Results of the study suggested that Thailand should maintain the export standard using quality policies to maintain as well as to expand the Thai frozen seafood market in Japan.

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