

Pattanapong Tiwasing 2011: Factors Affecting Import Demand for Prepared/Preserved Shrimp in Japanese Market. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Associate Professor Ruangrai Tokrisna, Ph.D. 96 pages.

The objectives of this study were to describe Japanese import demand for prepared/preserved shrimp and to estimate import demand for prepared/preserved shrimp in Japanese market; including factors affecting import demand and the elasticity of import demand for Thai prepared/preserved shrimp as well as Thai competitors. Quarterly series data of relative prices and values of prepared/preserved shrimp in Japan during 1994-2009 were employed for Linear Approximately Almost Ideal Demand System (LA/AIDS) model, using restriction seemingly unrelated regression (RSUR) method.

For Thai shrimps and prawns simply boiled in water or in brine (HS160520011) factors affecting the demand were export prices from Thailand, China, Indonesia and Vietnam. Main competitors for Thai shrimps in Japan were China, Vietnam and Indonesia whose own price elasticities were higher than Thailand. Factors affecting import demand for shrimps and prawns smoked (HS160520019) were export prices from Thailand, China, Chinese Taipei and Vietnam. Cross price elasticities were inelastic for Chinese Taipei and China. The competitors of Thai shrimps were China and Chinese Taipei. For Thai shrimps and prawns, containing rice excluding smoked (HS160520021) factors affecting the demand were export prices from Thailand, Vietnam and Japanese expenditure. The competitor of Thai shrimps was Vietnam with inelasticity cross price elasticity. Factors affecting import demand for shrimps and prawns prepared/preserved, not elsewhere specify (HS160520029) were export prices from Thailand, China, Indonesia, Vietnam and Japanese expenditure. Thai competitors of Thai shrimps were Vietnam, China and Indonesia in respective order whose own price elasticities were higher than Thailand.

Results of the study suggested that Thailand should maintain product quality using quality policy to maintain market share of Thai prepared/preserved shrimp in Japan.

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Student's signature

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Thesis Advisor's signature