

Sarayut Hnuyome 2011: An Analysis of Factor Affecting Imports of Cassava Products in Major Thai Trading Countries. Master of Science (Agricultural Economics), Major Field: Agricultural Economics, Department of Agricultural and Resource Economics. Thesis Advisor: Assistant Professor Prapinwadee Sirisupluxna, Ph.D. 180 pages.

The main objectives of this study are to study the production and market situations of cassava and products of Thailand and to analyze the factors affecting the quantity import of cassava products of China Japan and South Korea from world market. The approach for analysis use the Ordinary Least Squares (OLS).

Thailand is the largest cassava product exporter. Almost 50% of product were exported to China. Moreover, Thailand's market share of cassava products is being number one in China Japan and South Korea.

The results of the analysis of demand of dried cassava and cassava starch imported by China Japan and South Korea found that China's price elasticity of demand for dried cassava was -1.04 and income elasticity was 1.84, price elasticity of demand for cassava starch and price elasticity of demand for maize was -0.88 and 0.76, respectively. Japan's price elasticity of demand for dried cassava was -2.64 and price elasticity of demand for maize was 1.92. South Korea's price elasticity of demand for dried cassava and price elasticity of demand for maize was -0.65 and 1.87, respectively, income elasticity was -0.97, price elasticity of demand for cassava starch was -1.17 and income elasticity was 3.41.

From the results of the analysis of demand for cassava product, price factor is the single factor which can be controlled through good production and cost management. Therefore, producers can control cost and quality of the product at a reasonable level, then producers will be able to maintain its market share and increased market share in the major trading countries.

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Thesis Advisor's signature