

Chantaraporn Jakkaew 2010: An Analysis of the Import Demand for Thai Hom Mali Rice and White Rice of the Major Trading Countries. Master of Science (Agricultural Economics),
Major Field: Agricultural Economics, Department of Agricultural and Resource Economics.
Thesis Advisor: Mr. Chakrit Potchanasin, Ph.D. 192 pages.

Thai Hom Mali rice and white rice are the potential export commodities of Thailand. Especially, nowadays food security issue encourages the significance of the world rice trade. As Thailand is the world major rice exporter, understanding of rice demand of the main import countries is necessary and important. Therefore, this study intend to investigate such issue which can be divided into 2 specific objectives which are 1) to study market situation of Thailand trade counterpart markets including trade regulatory and policy for importing Hom Mali rice and white rice 2) to analyze the import demand of Thai Hom Mali rice and white rice in the major importing countries. Analysis was conducted by using Unrelated Regression (SUR) and the half year trade data from 2001 to 2008 was used for investigation.

The results show that the main import countries which are the United States and Hong Kong tend to increase import of Thai Hom Mali rice and Thai Hom Mali rice 100% grade B. Also, these 2 countries import Thai Hom Mali rice more than Thai Hom Mali rice 100% grade B. Particularly, the results show higher import of Thai Hom Mali rice 100% grade B than Thai Hom Mali rice while the results for Singapore show decreasing of Thai Hom Mali rice. Moreover, from the results Thai Hom Mali rice and Thai Hom Mali rice 100% grade B are considered as normal goods for these four import countries. For Thai white rice demand investigation, the results found that Malaysia tend to increase white rice from Thailand which it is considered as normal goods in this country while Indonesia and Philippines import demand for white rice from Thailand tend to decrease. Especially, decreasing for the case of Indonesia occurs more than Philippines and white rice for these two countries is considered as inferior goods. For Iran import case, white rice import tends to decrease.

These study results suggest that Thailand should not use price policies to promote exports of Thai Hom Mali rice and Thai Hom Mali rice 100% grade B in the United States, Hong Kong and Singapore market but should focus on promoting and maintaining quality of these commodities. However, for the case of China price policy should be considered. For white rice demand, price policies should be used with the effort of increasing production efficiency to promote Thai's rice exports for Iran Philippines and Malaysia market. In addition, market development for white rice should be considered to increase Thai white rice export.

Student's signature

Thesis Advisor's signature