FACTORS AFFECTING THE EXPORT OF FROZEN SEAFOOD INDUSTRY IN BANGKOK AND NEARBY COASTAL PROVINCES

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Abstract - The purposes of this research is 1) to study result of operations and export of frozen seafood industry in Bangkok and nearby coastal provinces, 2) to study off actors in the business of exporting fresh and frozen seafood industry in Bangkok and nearby coastal provinces, and 3) factors affecting the export of frozen seafood industry in Bangkok and the neighboring coastal provinces. The population in this study is the Managing Directors of frozen seafood establishments in Bangkok and nearby coastal province, a total of259.The statistics used for this data analysis are the frequency, percentage, average, and standard deviation and Pearson's Product moment correlation.The data's were analyzed using statistical software. The results showed that factors affecting the business of exporting fresh and frozen seafood industry that way, the relationship between the overall production volumes has no relation to the production. Significant statistically level.05 considers that it is found production, finance and marketing. They are associated with the production. It is called level of statistical significance.Level .05shows that enterprises increases the production even more. The manufacturing problems and marketing in more. Meanwhile, on the establishment of a financial problem in more levels as a result, production volumes decreased. The relationship between overall the sales value no relation to the sales value and significant statistically level .05. Considering that it was found aspects of production, finance and marketing. is related to the sales value and significant statistically level .05.Showsthatenterprisesincrease production volumes increase enabling enterprises have the problems of production and marketing was more level. Mean while, when the establishment has a problem in finance at a high level. Will result in the establishment of the sales value decreased.

Keywords - Export, Food Industry, Frozen Seafood,Factors Affecting\]

I. INTRODUCTION

In the past, frozen seafood exports have experienced high growth rates. This is due to the high potential of Thai production. Frozen seafood products of Thailand are of the highest quality standards of the importing countries and the frozen seafood market of the world has expanded significantly.It was an industry that a type of agriculture that generates income for Thailand is very much. Thailand's major export markets include the United States, Japan, the European Union, ASEAN and Canada. At present, the export of frozen seafood products faces and many problems. The price of raw materials used in production is higher.Volatility of baht and oil prices the cost of production increased. The measures have taken by the trading partners to increase the import intensity. In the future, frozen seafood products will face the problem of rules of origin. Exporters were also facing increasing competition in the global market. Its main competitors were China and Vietnam, which have the advantaged of wage labor and the potential for production. As a result, the export of frozen seafood industry in Thailand slowed down between 2012 and 2015 [8] in table 1.

Table 1 : Thai frozen seafood export value in 2012-2015.

Year	Export value: US $ million
2012	2,401.3
2013	2,386.1
2014	2,270.6
2015	2,140.7

Source: Information and Communication Technology Center Office of the Permanent Secretary In cooperation with the Customs Department, 2015 [8].
Table 1 shows that the value of frozen seafood exports havebeen steadily declining. In 2012, the export value was US $ 2,401.3 million and 2015, the export value was US $ 2,140.7 million.The value of frozen seafood exports will has been drastically reducing, causing serious consequences for producers. Due to the sluggish global economy, the purchasing power of trading partners were likely to decreasing. It also affects the purchasing power of consumers in each country. Consumers tend to save money by cutting unnecessary expenses. Frozen seafood was considered a relatively high-priced food item compared to other protein foods. Consumers cut out to eat out and turn to buy cheap goods in the supermarket, such as fresh shrimp, fresh fish, fresh squid, fresh shellfish, fresh crabs, which were not processed to cook. As a result, producers have reduced their production of frozen seafood to meet the situation in order to prevent overcrowding of frozen seafood and price not to fall. As a result, fresh and frozen seafood exports declined during 2012 to 2015 [5], as shown in Table 2.

Table 2. Exports of frozen seafood in Thailand Classified by products in 2012-2015.

Product Category	Volume (tons)			
	2012	2013	2014	2015
Frozen shrimp	195,090	196,965	210,795	135,134
Frozen	116,14	106,02	104,90	56,225

fish	6	2	7	
Frozen fish	314,350	302,119	238,854	127,951
Frozen squid	88,471	77,982	75,260	42,432
Frozen crab	5,393	5,629	3,130	1,602
Frozen mussel	6,684	9,420	8,724	5,789
Total	726,134	698,137	641,670	369,133

Source: Business Research Agricultural Business Research Business Risk Research Krung Thai Bank, 2015 [5].

Table 2 shows that frozen seafood exports in 2012 Export volume was 726,134 tonnes, declining to 2015 with 369,133 tonnes exported. From the general situation and the condition of the problem. Researchers were interesting to study the factors that affect the export of fresh and frozen seafood in Bangkok and neighboring provinces and problems that occur. This was a guideline for developing and improving the curriculum and produce students or manpower to enter the frozen seafood industry. To meet the needs of the establishment and related agencies to bring the results of this research to solve problems in various fields and to promote the production and development of this type of industry. This was in line with the balancing and sustainable economic restructuring strategy manufacturing restructuring to increase productivity and the value of goods and services on the knowledge base and the Thai way to support the entry into the ASEAN Economic Community (AEC) in 2015.

II. METHODOLOGY

2.1. Purpose of the research

1)To study the condition and results of export business of frozen seafood industry in Bangkok and neighboring coastal provinces, 2)To study the level of problems in the export business of frozen and fresh seafood industry in Bangkok and neighboring provinces, and 3)To study factors affecting the export of fresh and frozen seafood industry in Bangkok and the neighboring province.

2.2. The study variables

Independent variablesIs a general condition of the export business of fresh and frozen seafood and the factors in the export business of frozen seafood industry in Bangkok and neighboring seaside. In five areas: manufacturing, finance, labor market, and export. Dependent Variable Performance of frozen seafood industry.

2.3. Population/Sample Method

The population in this study was the manager or the managing director of frozen seafood factory. In Bangkok and nearby provinces on February 1, 2015. This research will be conducted from the total population [5].

2.5. Data collection

The researcher sent a questionnaire by mail and attached a questionnaire to 259 exporters of frozen seafood industry for a total of 90 days. The questionnaires were returned for 194 questionnaires each 74.90 %.

2.6. Data analysis

Researcher Analyzed of information on the general condition of the export business of fresh and frozen seafood in Bangkok and neighboring provinces. The questionnaires were a checklist, then come out as a percentage. An analysis of data on the level of problems in the export business of fresh and frozen seafood in Bangkok and neighboring provinces. The questionnaire was rating scale. The average (μ) and Standard deviation (σ) of the five-level rating of the Likert,1999 were used.

III. RESULTS

Found that most establishments were medium, accounted for 40.21%, the duration of business operation was 16 years or more, and equivalent to 76.29%.The investment is Thai. Accounted for 55.67%Most of them are exported in Japan (JP), accounting for 31.96%.The results of the fresh and frozen seafood industry it was found that most establishments had been production volume and the value of sales of frozen seafood increase accounted for 60.31%. Found that the establishment has the problems, the overall picture was moderated when considering each side and each item as follows. The production was found to have problems at the moderate level. When considering each item most of the problems were in the middle level. There were 3 levels of problems : 1) quality and consistency of raw materials, 2) procedure for import permission raw materials, and 3) raw materials. There were two problems at the highest level : 1) the price of raw materials, and 2) the quantity or the adequacy of raw materials. Financially, there were problems with the establishment at the moderate level. When considering each item, the problems were at the medium level.Marketing found that the establishment has the problems very high. There were 6 problems ;1) acceptance of product quality, 2) distribution channels abroad, 3) product imitation,4) promotion expenses, 5) the ability of marketers, and 6) diversity in the form of production. The labor force was found that the enterprises has the problems at the moderate level. When considering each item, the problems were at the medium level. The export was found that to have problems at the moderate level. When considering each item, most of the problems were in the middle level. There were 3 levels of problems ;1)

measures and regulations of importing countries, 2) costs of exporting products, and 3) fluctuations in foreign exchange rates. Analysis of data on and problems in the export business of fresh and frozen seafood. This was an overview and a side view. The results are shown in table 3.

Table 3: The Average. Standard Deviation and the Problem in the Export Business of Fresh and Frozen Seafood Industry as Whole.

Factors affecting exports frozen seafood industry	(μ)	(σ)	Problem level
Average production	3.37	0.46	medium
Average financial	2.96	0.85	medium
Average marketing	3.62	0.43	high
Average labor	3.05	0.68	medium
Average export	3.27	0.67	medium
Total	3.25	0.55	medium

Table 3 shows that enterprises have the problems ,the overall picture was moderated. When considering each aspect, most of the problems were in the middle level. There was only marketing, the problem was at a high level. The relationship between the overall factor and the production volume of 2015 compared to 2014 shows that overall, there was no correlation with production volume at the .05 level of significance. When considering each side, it was found that : 1) manufacturing, 2) finance ,and 3) marketing. Relationship with production volume statistically significant at the .05 level. Show that when enterprises were increase production volume, there were producting problems and marketing in more levels. At the same time, there were financial problems at the level of enterprises. As a result, production will has been decreased.

DISCUSSION&CONCLUSION

The results of this research were interesting issues which have been discussed as follows. Production will has been problematic the price of raw materials and the quantity or sufficiency of raw materials. In line with the research [5], it was found that the main problem for producers was volatile raw material prices. This affects the cost of production higher. Therefore, entrepreneurs should found sources from many sources and should set up factories near raw materials, to save money. Which corresponds to the research [3]. The impact on export was the higher cost of raw materials from transportation costs. And also consistent with the research [10] found that most factories have many problems, such as ; 1) raw material price volatility, 2) insufficient quantity, the quality of raw materials does not meet the requirements, 4) the problem of demand quantity was uncertain and the economic downturn of the buyer country, because customers can not know the exact consumer needs, and can not order the product to meet the requirements. Therefore, orders were not long to ensured that customers can accurately forecast the needs. As a result, the factory can not plan the raw materials properly. The demand for goods also changed according to the economic situation of the buyer country. At present, the global economic recession has reduced purchasing power. In financial terms, there was a problem with the conditions for obtaining a financial institution loan and the stability of the exchange rate.In line with the research [7], it was found that the frozen seafood industry had a risk of currency volatility. Therefore, manufacturers should hedge such risk by were entering into forward exchange contracts. This was consistent with the research [3] found that entrepreneurs need were working capital for export need a loan, but to apply for a loan need to pay out first to insure export. Especially small entrepreneurs can not get a loan, because the loan was a form that must be deposited to guarantee the loan and the purchase of insurance for export. It was a good thinking, but this condition, the operator needs working capital can not take the money to guarantee it. Marketing competition has shown that price competition with competitors both domestically and internationally. Undercutting from domestic and foreign competitors and government support in foreign marketing. In line with research [7], it was found that entrepreneurs should promote by were advertising campaigns. Organize the exhibition and give samples to customers to try the export promotion both domestic and international. According to research [3], competition has intensified as competitors cut prices. In addition, the demand for the market in the form of products has changed. The advantages of competing countries in technology and high production. In addition, the exporters undercut each other. Show that the market demand. There were more manufacturers. It was also consistent with research [10] that current global economic recession will has reducing purchasing power. Governments should be promoted the creation of new domestic and foreign markets.The labor force was found that wages and the ability and skill of labor. According to the research [7]. The labor cost of personnel results in higher product costs, which disadvantage the competitor. Competitive countries where raw materials were bought by higher returns. Today's demand for skilled labor was growing as the market grows. According to the research [6] It was found that in the performance of employees, if there was no systematic planning and standardization, the output

was not quality. Therefore, it was necessary to will have been a production planning that was based on the work. In addition, the implementation of the problems and major obstacles and lack of knowledged in production process. There was no training before work. Exports have found that measures and regulations of importing countries. Expenses on export products and the fluctuation of the exchange rate. In line with our research [9], the catch of the frozen seafood industry was the volatility of the baht. The global economic crisis has led to a slowdown in the consumption and import of countries around the world as well as the rigors of the conditions. The import of goods.According to the research [10] found that the problem of non-tariff barriers of buyer countries. Exchange rate will has been fluctuating and it was consistent with the research [11] found that the major export problem was export regulations must be regulated. Specifically, the food safety regulations of the trading partners were more stringent. Entrepreneurs need to were found out before export was to reduced the time and process of export. In addition, compliance to the regulations for food safety Itwas increased the cost and burden for entrepreneurs in the short term. But in the long run, it will has benefit the operator. Because the product was meeting the standards of customer requirements. It was also consistent with [2] that non-tariff measures, by imposing strict sanitary measures on residues of nitrofurans, and chloramphenicol. The complex import procedures were difficult to implementing The problem of trade barriers always. Thailand has complied with the regulations of its trading partners and adaptation. The operator must be improved the production process. The quality was equivalent to international standards and the standards of were the trading partner pay attention to the movement, change, follow up the rules and measures. It was the responsibility of the partner country. The Thai government must be paied attention to the agencies involved in the investigation quality assurance was recognized by partner countries. The solution to Thailand's problems was coordinated between the public and private sectors. To provide solutions in a coherent and integrated manner, from the fact that many agencies were played a role in resolving problems in order to find a solution. The goal was to working both actively and proactively.

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