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Jan 26, 2017

ABSTRACT

The number of Chinese population is the biggest in the world, in 2015, the population of China about 13.6billion.The world's second largest economy is China that accounts for 17.75 percent of the global GDP. China has a large number of consumers and has a huge consumer market. Chinese land area is broad, while China most of the region belong to the temperate and subtropical regions, only 0.8% of the land area in the tropics. Therefor China is rich in temperate and subtropical agricultural products, while tropical agricultural products import for a long time. China and Thailand formally implement bilateral fruit and vegetable products zero tariff after two country official signature 'Framework agreement on comprehensive economic co-operation between the association of Southeast Asian nations and the people's republic of China'. In fact, only in 2003, the total amount between these two countries was 84 million dollars in fruit trade. In 2012, the amount had already increased to776 million dollars one hundred and seventy million dollar, moreover, fruit trade amount has increased 9.23 times after 9 years. At the same time, China In fruit trade between China and Thailand, China has been in surplus for a long time. In recent years, China has been the first largest fruit importer for Thailand.

This study is based on the marketing theory of 4Ps to understand status Thai fruit trade to China and analysis that trade size and variation between China and Thailand. At the same time, this study would analysis of the product, price, place and promotion to understand competitiveness of Thai fruit in the Chinese market. Analysis of customer demand, satisfaction degree of customer and price rationality of Thai fruit through 4Ps analysis and questionnaires. By study to understand the defects of Thai fruit trade to China and view of customer. AS we know the biggest consumer group from southern China, and mango, durian

and purple mangosteen have been three type Thai fruit consumer favorite. Transportation cost high and keep fresh difficult.

Operators would make the product of strategy to expand the diversity of Thai fruit to Chinese market. According design different price strategy for different consumer design different price strategy. Operator should cultivation of the agency and establishment of distribution network.

Operators stimulate consumer purchasing desire through promotions to stimulate consumer purchasing desire. This study takes the recommendation in order to promote and development Thai fruit trade to China.

Key word: Thai fruit, China, trade, marketing, 4Ps, satisfaction