

Abstract

Research Title : A Study of Imports of Thai Electrical Products in Myanmar
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This study aims to explore relationships between imports of Thai electrical products in Myanmar and the variable of demands for Thai electrical products and the variable of Myanmar consumer loyalty on Thai products and suppliers. As Myanmar has reformed its political, social and economic sectors since 2011, huge construction projects have started around the country. In 2012, trading laws have been changed to develop the trading sector. In 2013, for many imported commodities including electrical products such as cables, conduit pipes, lightning protection and fitting accessories, a license requirement is extracted in order to improve trading business in Myanmar. Although Myanmar electrical importers traditionally import lower quality electrical products from China and Thailand for home supply, electrical contractors and retailers are to turn worldwide recognized brands and quality electrical products for building & construction projects. Thai products are favoured by Myanmar consumers. Since Myanmar electrical market becomes bigger and bigger in recent years with many construction projects, demands for electrical products are also growing.

For the results of this research work, the quantitative research method was used with collected data from self-administered questionnaires in a survey as primary data. The sample composed of 120 individuals of contractors and retailers in electrical fields in Yangon. Results show that there is a positive correlation between being easy to find in domestic electrical products in Myanmar and the quality of domestic electrical products in Myanmar; between the quality of Thai electrical products and the price and the quality of Thai electrical products for the variable of the quality of Thai electrical products; between Thai electrical suppliers and the logistic system of Thailand for the variable of

suppliers with effective logistic systems; between strong brand image and international standard level for the variable of international standard electrical products with strong brand image. Loyalties on Thai products as quality and international standard level and power of Thai suppliers increase in Myanmar electrical consumer mind. That takes advantages over other competitors who import other products such as Chinese, Indian and other electrical products. Notably they should have a good relationship with many suppliers for product options. The import of electrical products from Thailand is a prospective business in Myanmar but it needs to more concentrate on construction projects rather than else sectors. Additionally, contractors or retailers who have import electrical products from Thailand should closely work with architecture & design consultant groups for constructions because they can suggest project owners to put a certain brand and product design in the building structures.

Keywords: Contractors & Retailers, Electrical market, Import products, Infrastructures, Construction projects