A COMPETITIVENESS ANALYSIS OF THAI CHICKEN EGGS
IN THE HONG KONG MARKET

A thesis submitted to the College of Arts and Sciences in full fulfillment of the
requirement for the degree of Doctor of Philosophy,
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By
Wichai Taechawattananan

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ABSTRAK

Industri telor ayam merupakan satu komponen utama industri ternak di Thailand, dengan hampir 80 peratus keluarannya adalah untuk kegunaan dalam negara. Walaupun ekspot telor ayam cuma lebih kurang dua peratus daripada keluaran Negara Thailand, tetapi ia terbukti telah dapat menyelesaikan masalah ketidakseimbangan di antara penawaran dan permintaan yang mencetuskan ketidakseimbangan harga serta pendapatan petani. Thailand mengekspot telor ayam ke beberapa buah negara, tetapi Hong Kong adalah negara pengimpor terbesar dengan syer pasaran hampir 80 peratus daripada keseluruhan ekspot telor Thailand. Ternyata Hong Kong merupakan pasaran telor ayam yang penting bagi Thailand. Bagaimana pun, jika diukur dari segi nilai dan kuantiti, ianya mengalami situasi turun naik akibat persaingan sengit daripada pesaing-pesaing utama seperti China, Jerman, dan Amerika Syarikat. Ketiga-tiga buah negara ini adalah pengekspot utama telor ayam ke Hong Kong.

Oleh itu, objektif utama kajian ini ialah: pertama, mengukur faedah bandingan ternyata dan daya säingan telor ayam Thailand di pasaran Hong Kong, berbanding ketiga-tiga pesaing utama tersebut. Kedua, menganalisis harga impot telor ayam Thailand ke pasaran Hong Kong berbanding ketiga-tiga negara pesaing. Ketiga, membina kaedah strategik untuk memperbaiki kedudukan persaingan telor ayam Thailand di pasaran Hong Kong. Keempat, membekalkan maklumat dan statistik semasa yang diperlukan oleh pengeluar dan pembuat dasar, dan kelima, meneliti isu-isu yang timbul kesian daripada polisi kerajaan dan strategi industri, ke arah meningkatkan daya säingan telor ayam yang di eksport.

Bagi mencapai objektif kajian, kaedah indek faedah bandingan ternyata, analisis peralihan jenama, dan analisis harga digunakan untuk mengukur dan melihat faedah bandingan ternyata bagi telor ayam Thailand di pasaran Hong Kong, untuk menilai kedudukan persaingannya di pasaran Hong Kong, serta menganalisis harga impot telor ayam di pasaran Hong Kong.

Dapatan kajian merumuskan bahawa bagi tempoh 1995 – 2005, keluaran telor ayam Thailand mampu bersaing di pasaran Hong Kong, tetapi secara bandingannya China memiliki daya säingan pasaran tertinggi, diikuti oleh Amerika Syarikat, Jerman, dan seterusnya Thailand.
ABSTRACT

Today, the chicken egg industry in Thailand has become one of the major livestock components and been mainly produced for domestic consumption, accounting for nearly 98 percent of the country's production. Although the quantity of chicken egg exports has been approximately two percent of the country's production, it has been significantly proven to solve the problem of the imbalance between the supply and demand, which causes price and farmers' income instability. Thailand has exported chicken eggs to many countries, but Hong Kong has been the highest importing country that shares nearly 80 percent of the country's exports with the annual growth of more than 50 percent. Thus, it is not exaggeration to say that Hong Kong is the most important market for Thai chicken egg exports. Thailand has become an increasingly important exporter in the Hong Kong market and value and quantity of chicken egg exports to this market have been continuously increasing, but both value and quantity have fluctuated due to facing some fundamental challenges of a strong competition from the other three competitors; i.e. China, Germany and USA who are the top three exporting countries and attempt to assume a more active role as major players of the egg market in the Hong Kong market.

Thus, the main objectives of this study focused on: first, the measurement of revealed comparative advantage and the evaluation of competitive position of Thai chicken eggs in the Hong Kong market as compared to those of the other three competitors; second, an analysis of the import prices of Thai chicken eggs in the Hong Kong market as compared to those of the other three competitors; third, providing the policymakers and producers with the current background information and statistics required; fourth, developing the strategic approaches to improve the competitiveness of Thai chicken eggs in the Hong Kong market; lastly, addressing the issues arising from government policies and industry strategies for the competitive performance of the Thai chicken egg exports.

In order to achieve the objectives of the study, the methods of reveal comparative advantage index, brand switch analysis, and qualitative and quantitative price analysis were used to measure and examine the reveal comparative advantage of Thai chicken eggs in the Hong Kong market, to evaluate the competitive position of Thai chicken eggs in the Hong Kong market, and to analyze the import price of Thai chicken eggs in the Hong Kong market, respectively.

The results of the study can be concluded that from 1995 to 2005, Thai chicken eggs were still competitive in the Hong Kong market, but China chicken eggs had the highest competitiveness in the market, followed by USA's, Germany’s and Thailand’s.
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Any errors that may remain in the thesis are solely responsibility of the author.

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TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Chapter/Sect.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>PERMISSION TO USE</td>
<td>i</td>
</tr>
<tr>
<td></td>
<td>ABSTRAK (BAHASA MALAYSIA)</td>
<td>ii</td>
</tr>
<tr>
<td></td>
<td>ABSTRACT (ENGLISH)</td>
<td>iii</td>
</tr>
<tr>
<td></td>
<td>ACKNOWLEDGMENTS</td>
<td>iv</td>
</tr>
<tr>
<td></td>
<td>TABLE OF CONTENTS</td>
<td>v</td>
</tr>
<tr>
<td></td>
<td>LIST OF TABLES</td>
<td>vi</td>
</tr>
<tr>
<td></td>
<td>LIST OF FIGURES</td>
<td>ix</td>
</tr>
<tr>
<td></td>
<td>CHAPTER ONE: INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>1.0</td>
<td>Objectives of the Study</td>
<td>4</td>
</tr>
<tr>
<td>1.1</td>
<td>Significance of the Study</td>
<td>5</td>
</tr>
<tr>
<td>1.2</td>
<td>Scope of the Study</td>
<td>6</td>
</tr>
<tr>
<td>1.3</td>
<td>Layout of the Chapters</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td>CHAPTER TWO: LITERATURE REVIEW</td>
<td>7</td>
</tr>
<tr>
<td>2.0</td>
<td>Background</td>
<td>7</td>
</tr>
<tr>
<td>2.1</td>
<td>Hong Kong and Thailand Bilateral Economic Relations</td>
<td>13</td>
</tr>
<tr>
<td>2.1.1</td>
<td>Hong Kong’s General Trade Policy</td>
<td>15</td>
</tr>
<tr>
<td>2.1.2</td>
<td>Hong Kong and Thailand Trade Relation</td>
<td>16</td>
</tr>
<tr>
<td>2.1.3</td>
<td>Hong Kong and Thailand Investment and Tourists</td>
<td>18</td>
</tr>
<tr>
<td>2.2</td>
<td>Competitive Factors in the Thailand’s Chicken Egg Industry</td>
<td>18</td>
</tr>
<tr>
<td></td>
<td>CHAPTER THREE: RESEARCH METHODOLOGY</td>
<td>26</td>
</tr>
<tr>
<td>3.0</td>
<td>Methods</td>
<td>26</td>
</tr>
<tr>
<td>3.0.1</td>
<td>Revealed Comparative Advantage Index</td>
<td>26</td>
</tr>
</tbody>
</table>
CHAPTER FOUR: THE COMPETITIVENESS OF THAI CHICKEN EGGS IN HONG KONG

4.0 The World Egg Market
4.1 The Industry Performance in the World Egg Market
  4.1.1 Feed Price and One Day-Old Chick Price
  4.1.2 Growth in Production
  4.1.3 Growth in Exports
  4.1.4 Growth in Export Prices
  4.1.5 Growth in Competition
4.2 The Determinants of Competitiveness for Thailand’s Chicken Egg Industry
  4.2.1 Overview
  4.2.2 Imports
  4.2.3 Exports
  4.2.4 Consumption
  4.2.5 The Determinants of Competitiveness
4.3 The Position of Thai Chicken Eggs in Hong Kong
  4.3.1 Hong Kong’s Value of Imports
  4.3.2 Hong Kong’s Value and Quantity of Chicken Egg Imports
  4.3.3 Hong Kong’s Price of Chicken Egg Imports

CHAPTER FIVE: RESEARCH FINDINGS

5.0 The Revealed Comparative Advantage of Thai Chicken Eggs in Hong Kong
5.1 The Competitive Position of Thai Chicken Eggs in Hong Kong 105
  5.1.1 Market Share from 1995 to 2005 105
  5.1.2 Market Growth from 1995 to 2005 107
  5.1.3 Retention (Loyalty) and Switch Rates in 2005 108
  5.1.4 Market-Share Forecast from 2006 to 2015 110
  5.1.5 Sales Gain or Loss in 2005 117
5.2 Price Analysis 129
  5.2.1 Qualitative Analysis 129
  5.2.2 Quantitative Analysis 135

CHAPTER SIX: CONCLUSIONS AND RECOMMENDATIONS 139
6.0 Conclusions 139
6.1 Recommendations 147

BIBLIOGRAPHY 153

APPENDICES 161
# LIST OF TABLES

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Thailand’s Chicken Egg Production, Export, and Farm-Gate Price From 1995 to 2005</td>
<td>2</td>
</tr>
<tr>
<td>1.2</td>
<td>Thailand’s Quantity and Value of Chicken Egg Exports to Hong Kong from 1995 to 2005</td>
<td>3</td>
</tr>
<tr>
<td>2.1</td>
<td>Hong Kong’ Trade with Thailand from 2004 to 2005</td>
<td>17</td>
</tr>
<tr>
<td>3.1</td>
<td>Monthly Sales Values from January to March, 2005</td>
<td>32</td>
</tr>
<tr>
<td>3.2</td>
<td>Market Share from January to March, 2005</td>
<td>33</td>
</tr>
<tr>
<td>3.3</td>
<td>Percentage Matrix in March, 2005</td>
<td>35</td>
</tr>
<tr>
<td>3.4</td>
<td>Market-Share Forecast at Time t+1 (April), 2005</td>
<td>37</td>
</tr>
<tr>
<td>3.5</td>
<td>Value Matrix in March, 2005</td>
<td>40</td>
</tr>
<tr>
<td>4.1</td>
<td>World Top 10 Chicken Egg Exporting Countries in 2004</td>
<td>49</td>
</tr>
<tr>
<td>4.2</td>
<td>World Top 10 Chicken Egg Importing Countries in 2004</td>
<td>50</td>
</tr>
<tr>
<td>4.3</td>
<td>Current Status on Egg Trade in the World Egg Market of China, Germany, Thailand and USA in 2004</td>
<td>51</td>
</tr>
<tr>
<td>4.4</td>
<td>Feed Price and One Day-Old Chick Price Reported on July 1, 2004</td>
<td>53</td>
</tr>
<tr>
<td>4.5</td>
<td>Egg Production of China, Germany, Thailand and USA in the World Market from 1995 to 2005</td>
<td>54</td>
</tr>
</tbody>
</table>
4.6: Egg Exports of China, Germany, Thailand, and USA in the World Market from 1995 to 2004

4.7: Egg Export Prices of China, Germany, Thailand and USA in the World Market from 1995 to 2004

4.8: Egg Market-Share (Competition) of China, Germany, Thailand and USA in the World Market from 1995 to 2004

4.9: Current Status on Egg Trade in the World Egg Market and Industry Performance in the World Egg Market of China, Germany, Thailand and USA from 1995 to 2005

4.10: Thailand's Number of Hens for Chicken Egg Production from 1995 to 2005

4.11: Thailand's Gross Value of Chicken Egg Production from 1997 to 2005

4.12: Thailand's Production Cost of Chicken Eggs in 2005

4.13: Thailand's Production Cost and Export Price of Chicken Eggs from 1997 to 2005

4.14: Thailand's Number of Layer Parent-Stock (One-Day Chicks) Imports, Quantity of Corn and Soybean Meal Imports from 1995 to 2005

4.15: Thailand's Chicken Egg Production, Exports, and Consumption from 1995 to 2005

4.16: Hong Kong's Value of Imports of China, Germany, Thailand and USA from 1995 to 2005

4.17: Hong Kong's Value of Chicken Egg Imports of China, Germany, Thailand and USA from 1995 to 2005
4.18: Hong Kong’s Quantity of Chicken Egg Imports of China, Germany, Thailand and USA from 1995 to 2005

4.19: Hong Kong’s Price of Chicken Egg Imports of China, Germany, Thailand and USA from 1995 to 2005

4.20: Value of Imports, Value and Quantity of Chicken Egg Imports, and Price of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005

5.1: Revealed Comparative Advantage Index of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005

5.2: Market Share of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005

5.3: Percentage Matrix of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong in 2005

5.4: Market-Share Forecast of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 2006 (t+1) to 2015 (t+10)

5.5: Value Matrix of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong in 2005

5.6: Revealed Comparative Advantage, Competitive Position, and Import Price of Chicken Egg Imports of China, Germany, Thailand and USA in Hong Kong from 1995 to 2005
# LIST OF FIGURES

<table>
<thead>
<tr>
<th>Figure</th>
<th>Description</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1:</td>
<td>Sales Gain or Loss for Thailand in March, 2005</td>
<td>41</td>
</tr>
<tr>
<td>3.2:</td>
<td>Sales Gain or Loss for China in March, 2005</td>
<td>42</td>
</tr>
<tr>
<td>3.3:</td>
<td>Sales Gain or Loss for USA in March, 2005</td>
<td>43</td>
</tr>
<tr>
<td>4.1:</td>
<td>Channel of Distribution for Thailand’s Chicken Egg Industry</td>
<td>71</td>
</tr>
<tr>
<td>5.1:</td>
<td>Market Growth of Chicken Egg Imports in Hong Kong from 1996 to 2005</td>
<td>108</td>
</tr>
<tr>
<td>5.2:</td>
<td>Sales Gain or Loss for China Chicken Eggs in Hong Kong in 2005</td>
<td>124</td>
</tr>
<tr>
<td>5.3:</td>
<td>Sales Gain or Loss for Germany Chicken Eggs in Hong Kong in 2005</td>
<td>125</td>
</tr>
<tr>
<td>5.4:</td>
<td>Sales Gain or Loss for Thai Chicken Eggs in Hong Kong in 2005</td>
<td>126</td>
</tr>
<tr>
<td>5.5:</td>
<td>Sales Gain or Loss for USA Chicken Eggs in Hong Kong in 2005</td>
<td>127</td>
</tr>
<tr>
<td>5.6:</td>
<td>Sales Gain or Loss for the Other Countries’ Chicken Eggs in Hong Kong in 2005</td>
<td>128</td>
</tr>
<tr>
<td>5.7:</td>
<td>Relation between Import Prices and Import Quantities of China Chicken Eggs in Hong Kong from 1995 to 2005</td>
<td>130</td>
</tr>
<tr>
<td>5.8:</td>
<td>Relation between Import Prices and Import Quantities of Germany Chicken Eggs in Hong Kong from 1995 to 2005</td>
<td>131</td>
</tr>
</tbody>
</table>
5.9: Relation between Import Prices and Import Quantities of Thai Chicken Eggs in Hong Kong from 1995 to 2005

5.10: Relation between Import Prices and Import Quantities of USA Chicken Eggs in Hong Kong from 1995 to 2005
CHAPTER ONE

INTRODUCTION

Chicken eggs (also referred to after this as table eggs or hen eggs) weighing about 60 grams, of which consisting of 10 percent of shell, 60 percent of white, and 30 percent of yolk, are one of a group of important protein foods. They provide not only all essential amino acids, but also a significant number of vitamins and minerals. Taking the points of tasty, affordable, speedy, and convenient as well as nutritious benefits of chicken eggs into account, it is not an exaggeration to say that chicken eggs (recently accepted as a high protein source with a low price) are playing an increasingly crucial role in the world political, economic and social situations, especially to developing countries and less-developed countries.

This has been the case with the chicken egg industry in Thailand, which has been one of the major livestock components of the nation's economy. Chicken eggs have been mainly produced for domestic consumption, accounting for nearly 98 percent of the country's production. Although the quantity of chicken egg exports has been approximately 2 percent of the country's production, it has been significantly proven to solve the problem of imbalance between supply and demand for chicken eggs that has not only caused the price instability, but also directly affected the farmers' income instability.

The exporting of Thai chicken eggs has been helpful not only for stabilizing, but also avoiding further reduction in domestic prices: For instance, the egg price stayed stable from 1.40 baht per egg in 2002 to 1.42 baht per egg in 2003 due to enormous exports from 38.51 million eggs to 203.40 million eggs. On the other hand, the chicken egg exporting helps in gaining better prices: For instance, the domestic prices greatly
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