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Thesis Title : Factors Affecting Exporters' Decision Making on Choosing  
Location for Their Factories in Industrial Estate  
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#### Abstract

The purpose of this study was to investigate 1) factors affecting exporters' decision making on choosing the location for their factories, and 2) satisfaction of their choice of eight factories located in the export processing zone , Industrial Estate Authority of Thailand. Data were collected from entrepreneurs of 98 factories located in the export processing zone. Questionnaires were used to collect data. Percent, mean, standard deviation and multiple regression analysis via SPSS program for window were employed to analyze the data.

It was found that the major factors affecting the decision making were; for example, closeness to labor resources , available public utility , the distance being not far from Bangkok. The second to the major was tax privilege ; i.e. being exempt from import, export, value added taxes and excise etc. Entrepreneurs were much satisfied with the location of their factories especially with tax and general privileges obtaining from building their factories in industrial estate. They were also much satisfied with land and public utility provision, the existence of customs office in the area etc. Public utility was a major problem to entrepreneurs. Improvement and fee reduction of public utility were urged so that entrepreneurs would decide to build more factories in Industrial Estate Authority of Thailand.

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Committee Chairperson