



**A STUDY OF FACTORS RELATING TO THAILAND-CAMBODIA  
CROSS-BORDER CLOTHING TRADE BETWEEN ARANYAPRATHET  
AND POIPET**

**Mr. CHAK SON**

**ID: 6017190047**

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**Author** Mr. CHAK SON  
**Student ID** 6017190047  
**Degree** Master of Business Administration (MBA)  
**Major** International Business Management (IMBA)

**This independent study has been approved to be partial fulfilment of the requirement for the Degree of Master of Business Administration in International Business Management**

**Supervisor**.....

**Assoc. Prof. Dr. Jompong Mongkhonvanit**

(Dean of Faculty of Master of Business Administration)

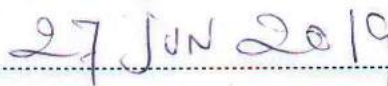
Siam University

**Advisor**.....

**Dr. Theerachote Pongtaveewould**

(Lecturer of Faculty of Master of Business Administration)

Siam University

.....  


(Date)

## ABSTRACT

**Research Title:** A Study of Factors Relating to Thailand-Cambodia Cross-Border Clothing Trade between Aranyaprathet and Poipet.

**Researcher :** Mr. Chak Son

**Degree :** Master of Business Administration (International Program)

**Major :** International Business Management

**Advisor :**

  
.....  
**(Dr. Teerachot Phongtaveewut)**

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This study is an analysis of factors affecting cross-border clothing trade between Aranyaprathet and Poipet. The study was a combination of both primary and secondary data. The information comes from the interview, collection of information from various electronic journals, and interviews with Thai-Cambodian border operators at Aranyaprathet border, Sa Kaeo Province.

In this research we study the macroeconomic and impacts on the opening of the ASEAN Economic Community. On the macro side, use a gravity model in the study. The result is that gross domestic product in Thailand (GDP) is related to export (Y) in the same direction. This means that the increase in GDP variances causes an increase in exports in Thailand (GDP per capita) in the opposite direction of exports. Similarly, the gross domestic product (GDP per capita) in Cambodia, which is in the opposite direction to exports, indicates that the well-being of Cambodia is improving. They can produce some products by themselves make Thailand reduce the import of goods. At the same time, the relationship of this variable. The result is a population variable that gives the direction of the relationship in reverse.

In terms of foreign direct investment (FDI) in Thailand, foreign investment has made Thailand less export, demonstration of the import of goods from abroad. In another,



Cambodia has relations in the investment and export of Thailand. If there is an increase in foreign investment, Cambodia will import more goods.

The liberalization of international trade in Thailand, if more free trade is opened Thailand will be able to export Thai goods to Cambodia.

On the micro level, the data is divided into 3 aspects: general information of entrepreneurs, business information, and more problems and needs.


In general information, most of the entrepreneurs are female, aged between 31-40 years old, with high school education.

In general business, it is a retail shop with a business life of about 6 months - 1 year. The reason for the trade is the proximity to the accommodation due to the need to travel to the border every day. The money used is Thai baht. The problems and additional needs show that the utilities needed are electricity and water supply at high prices, followed by expensive rents, and management is not systematic. In addition, parking places are not enough to meet the needs, unhealthy restaurant and lack of good advertising.

On the role of border trade and the opening of the ASEAN Economic Community in the Northeast. The purpose is to set up a project to provide opportunities for inter-professional business. Make the border trade better and the role of customs in the border has lessened. Finally, the agreement on agriculture (Contract farming). The results of the study lead to recommendations on the future marketing effects of the ASEAN Economic Community. Awareness of the problems that will arise and measures to support trade in the future.

**Keywords:** Cross-Border Trade, Greater Mekong Sub-region (GMS), Rong Kluea clothing market, Poipet and Aranyaprathet border, Sa Kaeo Province.

By  
Approved



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7. My Brother: **Run Rai**
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May, I pays my good wish and love to all of you who concern with my studying, wish all of you have a long life, happiness, and healthy. May, holy thing and triple gems protect you.

The seal of Siam University is a large, circular emblem in the background. It features a central shield with a crown on top, surrounded by a wreath. The shield is set within a circular border containing the university's name in Thai script at the top and 'SIAM UNIVERSITY' in English at the bottom. Two stars are positioned on the left and right sides of the inner circle.

**Mr. CHAK SON**

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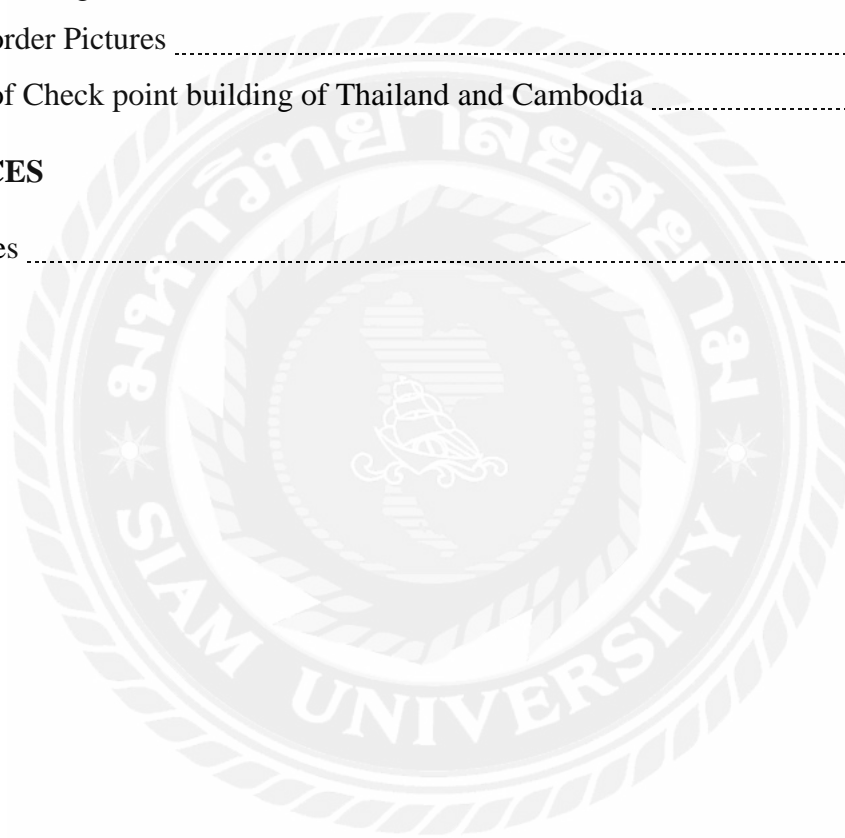
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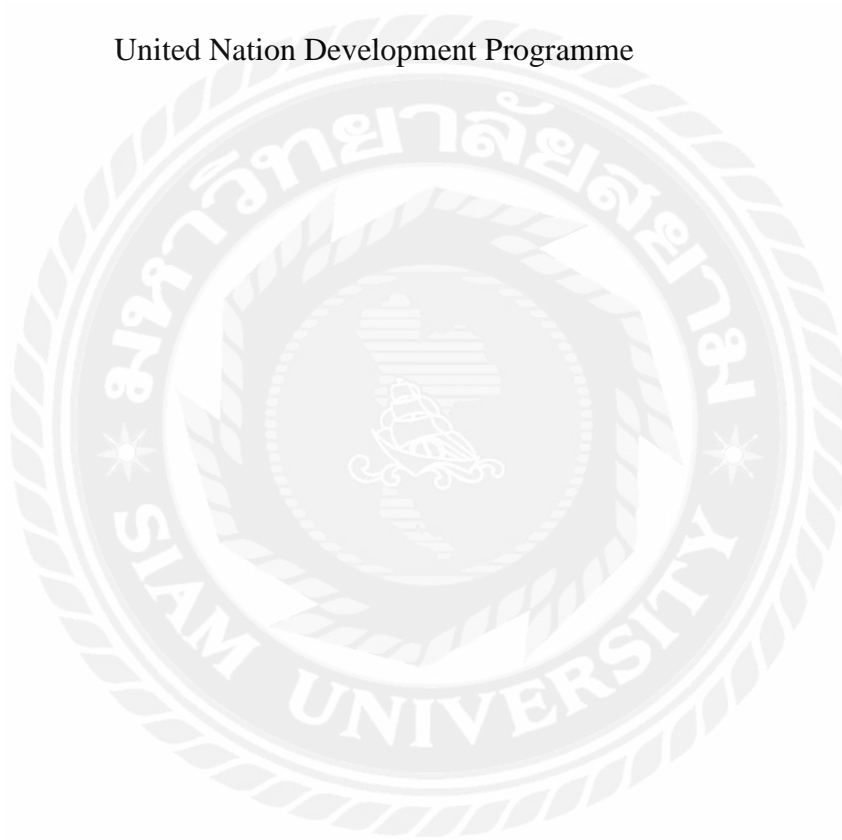


## ABBREVIATIONS

AFTA	ASEAN Free Trade Area
AMBDC	ASEAN Mekong Development Cooperation
ASEAN	Association of South East Asian Nations
BEZ	Border Trade Zone
CBE	Cross Border Economy
CBT	Cross Border Trade
FTZ	Free Trade Zone
UN	United Nation
NAFTA	North America Free Trade Area
WTO	World Trade Organization
GATT	General Agreement on Tariffs and Trade
JC	Joint Commission
GBC	General Border Committee
BPKC	Border Peace Keeping Committee
JBC	Joint Boundary Committee
RBC	Regional Border Committee
JTC	Joint Trade Committee
CLMV	Cambodia, Laos, Myanmar, and Vietnam
ECS	Economic Cooperation Strategy
AISP	ASEAN Integration Supporting Preference
GMS-EC	Greater Mekong Sub-regional Economic Cooperation
AMBDC	ASEAN Mekong Basin Development Cooperation
CDC	Cambodian Development Council



GDP	Gross Domestic Product
GMS	Greater Mekong Sub-region
GNP	Gross National Product
NGO	Non-Government Organization
RKM	Rong Kluer Market
SEDP	Socio-Economic Development Plan
SME	Small and Medium Enterprises
UNDP	United Nation Development Programme



# CHAPTER 1

## Introduction

### 1.1 Background of Study

Poipet is located in the northwest of Cambodia and serves as a mainland border-crossing point from Cambodia to Thailand. The Cambodian provinces bordering Thailand (Banteay Meanchey, Battambang and Oddar Meanchey) are citing some of the highest poverty levels in the country. This is a direct result of the high migration rates for this area, as well as the dropout rate among the highest in the nation. In some villages there are at least 78% of the families migrating to Thailand.

The border between Cambodia and Thailand is a special economic free trade zone (FTZ), which the Cambodian government and Thailand allow for special business and commercial laws to stimulate economic development. The FTZ has become a popular destination for casinos, traveling and tourism. International Trade Migrant Workers Demographics Despite these hopes opportunities for unskilled workers are often poor, often leaving migrants unstable. In addition, the zone has been criticized for its negative impact, including poor labor and working conditions, as well as participation in child sexual exploitation.

The border trade between Thailand and neighboring countries has received more attention from operators both in Thailand and neighboring countries due to the larger market size and higher performance incentives. General border trade situation and trends of Thai border trade in general, border trade refers to small and medium-sized traders or operators located near the border. Most of them are consumer goods, agricultural products and forest products. However, due to the rapid expansion of trade and investment border trade is more concerned with the larger companies in the center. Many products are industrial goods from the factory. When the size of the border trade increased, the proportion of trade between the public and small businesses is declining, it may be a barrier to long-distance trade. The major projects of Border Trafficking are two major projects, it deals with 6 countries, namely South China, Myanmar, Vietnam, Laos, Thailand, and Cambodia. Thailand and other major transport routes have been set up as the main trade routes of the Mekong. Thailand and China will benefit most from this route. But Myanmar and Laos still have little confidence in this hexagonal economy (Itthipol Panngam and teams, 1994).

### **1.1.1 The Problems of Statement**

This research will study the opportunity between Thai and Cambodia businessmen who make export and import the clothes cross-border from day to day. Thai and Cambodia government have a meeting and make the agreement to develop border from war area to economic area. It is an important opportunity for people living on the border. Since we can understand that border trade is important for every country. Those who live on both sides can change the goods to their living needs.

The intention is to explore the relationship between Thailand and Cambodia's cross-border clothing trade and economic growth, environment protection, investment, preventative human right, support legal goods and unsupported illegal products etc. along the border sides and whole the county as well.

Nowadays, it is easier to communicate in the social world. It make the various activities like: social, political, economic, and easy to reach each other. Each country can more communicative and more competitive. It can be seen that the role of countries in the global society must be dependent each other. Over time, it is evident that there is a combination of economic forms, whether it be the United Nation (UN), the Association of Southeast Asian Nations (ASEAN), the ASEAN Free Trade Area (AFTA), the North America Free Trade Area or (NAFTA), the World Trade Organization (WTO), etc., to make the trade in their groups can control the price and volume of production. Migrate production inputs more conveniently, transfer technology advances, moving the specialized workforce to different places, editing and reviewing administration and management, the formation of multinational corporations. This has led to a more widespread manufacturing market, product launch and more new market sources. In addition, border trade is another important trade, it helps in the distribution of goods to neighboring countries. It creates new markets and strengthen the relationship of security in border countries.

It is seen that the trade between the borders of Thailand has a good relationship with Cambodia but the trade still has problems and obstacles, such as transport routes and public utilities in Cambodia, have not developed as they should. Some routes do not develop routes to facilitate travel. In addition, rules of some Cambodian customs practices have changed frequently. Billing problem with Cambodian officials' inadequate technology in Cambodia's customs system, while customs of Thailand use E-custom system.

For the exporter of goods and services, serious consideration must be given to the potential benefits of providing favorable terms of payment along with the risk of default and the cost of international debt.

Beyond the scope of this article to cover all issues related to cross-border debt recovery and bankruptcy, it is fair to say that this exercise can be tricky, time-consuming, and expensive.

Exporters with payment terms in the account should have procedures for dunning, particularly the type of transaction, the type of customer, and taking into account the enforcement, judgment or reward in the country where the customer is conducting business or holding the asset.

In addition, exporters may choose to use factoring services to ensure that cash flow remains positive in the short term.

It is important for importers and exporters to choose the right trade terms that correspond to the level of payment risk that each party is satisfied with. It is common for international trade agreements to include incoterms such as Ex-works, FOB, FAS, DDP, etc., which include contract terms that relate to:

- Time of payment
- Responsibility for paying shipping, insurance and duty and
- Time to pass the name and risk in the product.

International contracting parties must ensure that they understand the terms of the trade agreement as well as any agreements included in their contract and ensure that the terms of the contract, in particular, the terms of payment do not pose a risk. Unacceptable

I recently received a customer query that was unwittingly responsible for thousands of dollars in storage costs due to misleading payment timelines. These issues can make the difference between a profitable or non-profit agreement.

From talking the above. It can be seen that the border trade in the district of Aranyaprathet, Sa Kaeo province is important to entrepreneurs and all those involved in border trade. But because of the current border trade, it has changed dramatically, the political and economic problems of the country will affect the decision of the investor. Moreover, the researcher has the residence in Aranyaprathet district had the opportunity to trade with the traders in the Rong Kluea market. Therefore, the researcher is interested in studying the

opinions on border clothing trade in the district of Aranyaprathet, Sa Kaeo province, to use as a guideline for further study or decision-making in clothes border trading and investment decisions and to prepare for future trade liberalization effectively.

### **1.1.2 The Research Objectives**

- 1) To study the factors affecting cross-border clothing trade between Aranyaprathet and Poipet
- 2) To study the structure and border trade system between Aranyaprathet and Poipet
- 3) To study the behavior of clothes crossing border trade and obstacles occurred during the border trade of Aranyaprathet and Poipet
- 4) To study the way of life who live and exchange products each other from day to day
- 5) To find the way to solve the border's conflict and destroy illegal products that effect to legal products.
- 6) To understand the import and export along border side between Thailand and Cambodia.

### **1.1.3 The Benefits**

- 1) Know the factors affecting to Thailand -Cambodia cross-border clothing trade of entrepreneurs in Rong Kluea Market.
- 2) Know the behavior and opinions of Thai-Cambodian border traders in Rong Kluea Market.
- 3) Know the role of border trade and ASEAN Economic Community.

### **1.1.4 The Objectives Plan**

In this study, the primary data is collect the information from various sources and creating a tool to collect information or call it that the questionnaire was then collected by using direct questionnaires from operators and trade representatives and secondary data obtained from the coordination of the customs office.

### **1.1.5 The Scope of Study**

This research have been limited the scope of study, for Thailand will study in Sa Kaeo province, especially in Customs Department and Rong Kluea Markrt. For Cambodia will study in Bantey Meanchey province, especially in Piopet city.



## **1.2 Research Questions**

- 1) Do locations and activities cross the border in case of cross-border economic intent?
- 2) What are the benefits and potentials that both countries have received from cross-border trade from the past through localization?
- 3) How many percent for each day, week, month, year that Thai export clothes to Cambodia and import from Cambodia?
- 4) What are the constraints and the limitations in the trading of importation in the two countries? How to manage and fix problems

These all research questions are very necessary for may research Thai and Cambodia cross-border clothing trade, and I will use these questions to find data and information for writing my Independent Study (IS).

### **1.2.1 Implication of the Study**

In this research, the implication of the study would be describe in chapter one as introduction, background of study, the problems of statement, the research objectives, the benefits, the objectives plan, the scope of study, and research questions. In chapter two there would be literature reviews and related research. I chapter three will be the structure of questionnaire, research methodology and the way to collect the data. In chapter four, research will analysis the data and demographic and finding the results. The last is chapter five will be discussion, recommendation and conclusion.

## CHAPTER 2

### Literature Review

The purpose of this chapter is to collect and organize information about variable used in this research. This includes referencing link theory to practice and definition of relevant work. In this sense, qualitative concepts such as group thinking and rotation, as well as defining core functions for better understanding are important in this research.

#### 2.1 Theories

##### 2.1.1 Absolute Advantage Theory

While Adam Smith (1937) proposed that “International exchanges will take place if both countries are more productive in producing different products. Countries that export their products more effectively are called full advantage. The country that very efficient in producing that product will call that country totally unfavorable”. And from that idea, how can a country trade, if international trade takes place? Since the above theory points to more domestic trade. If the value of a product is determined by labor, the value of the product can be higher than the value of the labor. The value of labor will flow more into the production of that kind. Likewise, if the goods sold have value below the value of the labor, the labor will flow from a production to other production, until the gap is reduced, the trend of the wages will be equal in the country. Similarly, with compensation rates, if any place give the higher pay, the workers will migrate to that area until it spreads to places. In each place will produce goods and sell each other. The advantage over the other is called “Absolute Advantage”. (International Trade Theory, Somboon Tangcharoen, 1995).

##### 2.1.2 Comparative Advantage Theory

David Ricardo points out the value of labor (Labor Theory of Value) cannot describe the international trade. He proposed a new theory called comparative advantage theory by bringing the error in the theory of advantage to a completely new one by proposing that "International trade can only take place, if one country exports its most advantageous goods and imports the least-favored ones," which makes that, international trade does not necessarily have to be based on the theory of full advantage, but trade can take place, if there is an advantage in production, the above definition suggests that, comparative advantage is always accompanied by a comparative drawback. (The Marxist Theory of Labor, Joan Robinson, 1964).

### 2.1.3 Trade liberalization theory

In the theory of trade liberalization, net benefits are opportunities for many countries, with potential costs in terms of both tax and traditional producer benefits. Gain from trade is beneficial in terms of possible opportunities, so the net benefits of trade liberalization are not always a benefit, except that the economic adjustment in the country is effective and there is a compensation process to help people affected negatively. (Tirana Pongmakhat and team, 2001: 9)

Trade liberalization is the process of easing or easing international trade restrictions, leading to more adaptation and linkages between the domestic economy and the international or global economy, as well as the pressure on the country. Exporters who are more inclined to define policies, such as imposing tariffs to protect domestic producers, weaken domestic producers as a result of tax incentives in pursuit of profits rather than accelerating the development of productive quality. It is accepted by domestic consumers as a result, trade liberalization reduces the tax burden on consumers and reduces the pressure on exporters to impose tariffs. It also enhances the competitiveness of the economy as a whole.

#### **There are 4 levels of free trade**

**1) Unilateral Trade Liberalization** is a state policy that operates without any bargaining with other countries. The state may liberalize various types of products according to the country's situation to reform the economic structure and increase the ability of domestic producers to compete with foreign countries. In addition to using the resources of production, rather than relying on taxation or state-provided privileges.

**2) Bilateral Trade Liberalization** is a mutually agreed upon agreement between the two parties. The restriction of tariffs and non-tariffs within the same framework, particularly in other countries, will not be granted. This type of trade liberalization was not very widespread, but it has received much attention today.

**3) Regional Trade Liberalization** is the free trade of countries that are often located in the same region, even if they are not in a connected area. The pre-GATT approach does not impede the GATT's implementation, thus making it an exception under Article 24 of the GATT. However, opening a group of countries may be detrimental to countries outside the group. It may also be used to discourage competitors from entering their markets.

**4) Multilateral Trade Liberalization** is the liberalization of trade to almost countries around the world into the same free trade agreement. This is a liberalization of the

provisions of the GATT, which later became a WTO or the World Trade Organization. This is the best way since all countries benefit from full trade liberalization, without defending countries outside the agreement in line with democratic principles and allowing trade liberalization to take place on the basis of The rules are clearer than the trade barriers alone. However, this approach is still very problematic as operations and progress are often slow, under a number of country-based processes, as well as some of the benefits to underdeveloped poor countries. The great power countries cannot adhere to the true multilateral approach because the people in the country see that global organizations do not really benefit them.

Free trade has more net benefit than that of consumers, producers and tax revenues, especially multilateral or multilateral because the market structure is close to the competitive market. In the theory of international trade, there is a preliminary conclusion. Free trade offers greater benefits than free trade and free trade, much more than free trade, assuming the market is completely competitive. The free trade country is a small country cannot influence the price on the world market. The product is considered a single type and cost structure is a small country cannot influence the world market price. Products considered there are only one type with increased cost structure or no saving on size.

In addition to trade liberalization, Viner's study in 1950 proposed the concept of trade creation and trade diversion, which makes it possible to assess more clearly whether under what conditions the economic integration or the establishment of the Customs Union gives a net benefit what the effects will be. On the other hand, the increase in trade volume was due to higher domestic goods being replaced by lower-cost imports from member countries, benefiting countries with preferential tariffs. Whereas the trade diversion was caused by imports from outside the group, which were lower than those replaced by imports from Member States due to trade barriers, which negatively affected the allocation of resources. (Aungart Sukhomalawan, 2003: 8)

#### **2.1.4 International Trade Theory**

International trade means the exchange of goods and services between countries, including the exchange of goods and services by the purchase of goods and services, as well as the transfer of investment and high technology from other countries, no country can produce all kinds of goods and services, therefore, some products need to be imported from abroad in ancient times, trade was limited. It occurs only in the community and in the country at present, trade extends to neighboring countries and beyond the need for international trade due to:

1) the cost of production varies. The number of workers in each country is similar. Labor productivity or the skill of the labor force determines that countries produce goods that their labor is good at and export and then import goods at cheaper costs or goods than other countries. 2) Types and quantities of inputs in different countries, where differences in inputs stimulate international trade. 3) The expertise of the different populations of each country, choose to produce products that they have more expertise and then exchange.

The Classicist Theory of trade is based on the theory of labor value, because most labor-intensive factors are labor-intensive. The use of machinery is also less. According to this theory, the assumption is that it can be completely moved. The workers can move from one career to another without any hassles, and the movement of workers from one place to another is free. In the content of the theory, "The value of the exchange depends on the workforce that produces the product. Influence on the production of the product will affect the other product depending on the labor used. "

The theory of Neo-Classical trade has brought the theory of classical times to improve. The interesting theory is the Opportunity Cost is used to measure the value of other non-productive goods. Thus, the country exports less than imports and trade theories that consider the amount of natural resources using the feasibility of production, which varies depending on the resources available in the country.

Modern Trade, Modern economists have studied and corrected the original theory by adding the hypothesis. Current economists have studied and corrected the original theory by adding the assumptions of opportunity costs, substitution of incomplete factors, multiple factors of production and migration. Production factors are divided into 3 types: fixed costs, increased costs and reduced costs.

Trade advantage and policy implementation will result in productivity and real income increased. The price is likely to decrease, saving on size. As a result, the quality and standards of the goods have been increased and the cost per unit has decreased due to the expertise. More competition has resulted in economic growth, especially in developing countries. Most of the population in the country has decreased incomes, therefore, the exporting to abroad will help increase income and employment.



### **2.1.5 International Trade Policy**

International trade policy means the policy of the country to treat other countries in import or export. There are two main types.

#### **1) Free Trade Policy**

Adam Smith (cited in Kaset Hamkjan, 1997, p. 31) points out that commercial groups believe that the country would be prosperous because of the increased amount of gold and silver are inflated. Adam Smith considers gold or silver to be only a commodity. If the supply of gold or silver is high, the value of gold or silver will fall, and the price of other goods will rise. Then gold and silver will flow into the country itself. Free Trade Policy is based on the Theory of Comparative Advantage. Free Trade Policy is based on the Theory of Comparative Advantage.

Comparative advantage theory is the concept of David Ricardo (Chacholiades cited in Kaset Hamkjan, 1997, p. 38). The idea is that, each country should choose to produce only those products with the most comparative production costs, and then bring the manufactured goods to exchange with other countries with favorable production costs. Even if one country is in a position to undermine another in producing all kinds of goods. Both countries will trade each other, each country will choose to produce only when compared to other products. The country can produce at the lowest cost and then exchange products manufactured with another country. Free Trade Agreements or (FTAs) do not support high tariffs and eliminate restrictions on international trade. Therefore, countries that use free trade policy will have the following characteristics:

1.1) The production process is based on the principle of sharing the work done.

Product selection in the country is highly productive and low cost.

1.2) No tax escort to protect domestic industry. The tax will be collected for the state.

1.3) Do not grant privileges or exclusions to a particular country. There is a single tax rate and equality of goods of all countries equally.

1.4) There is no trade restriction that hinders international trade. There is no control over imports or exports that impede international trade, except to control certain goods that are harmful to health, morals, or state security.

## **2) Protectionism or Protective Trade Policy**

Based on the concept of commercial groups (Mercantilism), discusses the role of the state in controlling and interfering with economic activity in order to promote the state's ability to create both economic and security power. Through the maritime trade, the nationalist industrial policy and self-reliance, not dependent on others. The main ideas are as follows (Chacholiades cited in Kaset Hamkjan, 1997, p. 236).

2.1) Gold and silver it acts as a cumulative value of the wealth of the country. The country is rich by precious metal accumulation.

2.2) Very nationalistic, nations are most important to each individual in the country. The ability to make a nation prosperous by exploiting its neighbors or colonies is should be practical.

2.3) International trade is a way to increase wealth and power in the country. The state must control the trade in a form of trade as a monopoly. The export policy must be implemented more carefully than in order to prevent the outflow of gold. Imported goods are raw materials and finished goods are prohibited or be taxed at high rates. The concept of commercial groups is that each country is like a merchant trying to find a way to expand trade with other countries. They try to give their countries the greatest trade surplus. This is a great way to send your products to foreign countries and import them to get the most gold in the country. It will make the country more prosperous and powerful. Economists in the commercial group have sought to use the escort policy to gain advantage by controlling imported goods.

### **2.2 Border trade between Thailand and Cambodia**

To understand the border trade conditions of Thailand and Cambodia. The study of the relationship between Thailand and Cambodia at the macro level and then study the relationship between the border with the policies that the state used in management and finally the relationship between Aranyaprathet, Thailand and Poipet, Cambodia border.

#### **2.2.1 Trade between Thailand and Cambodia**

Thailand has a good relationship with Cambodia on December 19, 1950, with Thailand's policy in line with Cambodia, as well as the geographical factors that promote trade. Growing trade, Cambodia has a policy of opening up the country after the country has become

more secure, as well as improving its practices to promote trade and investment from abroad. This leads to continuous improvement.

The level of relationship is divided into 2 levels, government and private.

In government relations (border trade between five neighbors, 1997), it is divided into:

1) The Joint Commission (JC) is chaired by two Foreign Ministers. The Joint Commission is responsible for overseeing bilateral relations. Annual Meeting 4<sup>th</sup> GBC Meeting It's in Chiang Mai. December 25-26, 2003.

2) The General Border Committee (GBC) is chaired by the two Ministers of Defense, who oversee and promote border security cooperation in both countries. The 3<sup>rd</sup> GBC meeting was held in Pattaya. Chonburi Province on March 8, 2002.

3) The Border Peace Keeping Committee (BPKC) is chaired by both commanders. It is responsible for ensuring compliance with the policies of the Border Committee. The 2<sup>nd</sup> meeting was held in Phnom Penh on 10-11 February 1999.

4) The Joint Boundary Committee (JBC), the advisor to the Minister of Foreign Affairs, is co-chairing the Thai side and Mr. War Kim Hong, advisor of Cambodian Prime Minister Hun Sen is co-chaired by the Cambodian side, which oversees missions, exploration, and land border issues. The 2<sup>nd</sup> meeting was held in Phnom Penh on 5-7 June 2000.

5) The Regional Border Committee (RBC), with its commanders in the Thai-Cambodian border area, is co-chairing the two countries to promote cooperation and resolve border conflicts. The two local meetings are normally held twice a year, with alternate hosts.

6) The Joint Trade Committee (JTC), chaired by the two Ministers of Commerce, is responsible for promoting trade and cooperation. Cambodia has proposed to host the 1<sup>st</sup> JTC in Phnom Penh. January 2003.

7) Support for CLMV, Cambodia became an ASEAN member on April 30, 1999, with the 10<sup>th</sup> members in the ASEAN member group. It consists of Myanmar, Cambodia, Laos and Vietnam. Thailand has assisted these countries in providing training, education, scholarships and human resources development. The project is clearly projected to promote trade and investment in ASEAN industrial goods under the cooperation between Cambodia, Laos, Myanmar and Vietnam. The main activity of the project is to provide CLMV country representatives with international exhibitions, training and visits, and expert dispatches to provide advice to CLMV.

There are also projects between Thailand and Cambodia.

### **2.2.2 Economic Cooperation Strategy (ECS)**

It is a project of the Thai government focusing on the economic system along the border, focusing on cooperation with neighboring countries such as Cambodia, Burma and Laos, to solve the border problem. There are ways to do this:

1) The purchase of agricultural products from neighboring countries by the Ministry of Commerce coordinates with the private sector, which has a demand for eucalyptus wood pulp and wants to invest in the cultivation of eucalyptus trees in Cambodia. During the visit to the country of the Prime Minister on June 18-19, 2001 and the preparation of the Joint Trade Committee (JTC) meeting between Thailand and Cambodia in January 2003, Cambodia is interested in investing in Thailand to grow a lot of eucalyptus.

2) Measures to promote assistance to neighboring countries are as follows:

2.1) Supporting the ASEAN Integration of Preferences (AISP), the Ministry of Commerce will train officials and exporters to understand these rights, as well as to consider eligible commodities listed above. To be consistent with the production of neighboring countries.

2.2) The Customs Department will discuss with neighboring countries the establishment of a joint inspection facility (Singer Stop Inspection) between Thailand and neighboring countries to facilitate the use of routes.

### **2.2.3 Greater Mekong Sub-regional Economic Cooperation (GMS-EC)**

The purpose of this project is to promote the expansion of the agricultural, commercial, investment and service sectors in order to reduce the mismatches or technological transfer and to optimize the use of available resources. This also increases the competitiveness as well.

### **2.2.4 ASEAN Mekong Basin Development Cooperation (AMBDC)**

The objective is to accelerate the growth of standard of living in the area, focusing on land and sea, not limited to border countries, including 10 ASEAN members.

At the private level, there is a partnership between the Thai Chamber of Commerce and the Cambodia Chamber of Commerce to promote trade, investment, and service, tourism cooperation. Thai businessmen have established a Thai association in Cambodia also (Thai business council of Cambodia). In terms of trade policy, the Cambodian government has pursued a policy of promoting free trade and linking the market with its trading partners in order to export the products to meet the needs of the country. In terms of trade policy, the

Cambodian government has pursued a policy of promoting free trade and linking the market with its trading partners in order to export the products to meet the needs of the country. Free Trade Policy The emphasis on economies of scale, production expertise, and capital mobility will make membership in Member States more likely to reduce tariffs. As a result, the products from the domestic industry are more affected by the competition of foreign products. The Cambodian government must restructure and revise its rules to make it more relevant to the international economy.

Imports of controlled goods are not regulated by the Government of Cambodia. The Cambodian Ministry of Commerce has hired private companies check for pre-imported goods for products valued at more than US \$ 5,000. According to the Commercial Ministerial Regulation dated 8 September 1995, it was enacted on October 1, 1995, and the Customs Department was responsible for imposing import tax on imported products, namely:

- Precious stones and metals
- Art objects
- Explosives and explosives
- Ammunition, weapons and armament.
- Animal life
- Daily newspapers and monstrous
- Household and personal belongings including used motor vehicles
- Parcel delivery by mail or sample.
- Articles sent by foreign governments or international organizations to foundations, charities and organizations to help humanity.
- Materials and supplies used for the mission of consulates, diplomatic missions or consulates. Including representatives of organizations in various fields.
- All kinds of capital goods which are allowed to be imported without tax from the Cambodian Development Council (CDC), regardless of whether the goods are taxable or not.
- All kinds of products that the government has specified for import without tax, such as fertilizer, chemical equipment, agricultural equipment.



Cambodia does not restrict trade, but is required to submit documents or permits from the Cambodian Ministry of Commerce.

- Certificate of origin from the Department of Cambodian Benefits, including wood and wood products, ready-made garments and gloves.

- Export permits from the Cambodian Department of Foreign Trade include rice, wood products And the products of wood.

The tariffs will be levied on commodities ranging from 7, 15, 20, 35 and 50 percent, most of which are exempt from tariffs except for timber and marine products.

### **2.3 Cambodia's Garment exporting**

Cambodian exports of garments and textiles may see slower growth this year of about 5 per cent, compared to 7 percent in 2016, which is likely to be dismissed by the domestic industry as a whole linked to the current political situation.

Mr. Ken Loo, the secretary-general of the Textile Manufacturers Association in Cambodia, said at the Cambodia's annual Cambodian knitting summit this year that the growth of the textile and apparel industry was slowing and total production base increased. "Since your base is growing in terms of percentage growth, you cannot expect to grow at the same rate forever," he said. [In the textile industry] has not been affected by the current situation". Although, Loo will not be able to issue export figures in the first nine months of this year. But he added 25 new plants in Cambodia this year, while 53 factories closed.

He warned that the increase in minimum wage from \$ 153 per month to \$ 170 per month on January 1 would leave the kingdom losing its competitive advantage as a low-cost destination. He urged the government to reduce the cost of doing business, warning manufacturers to increase productivity in order to compete in a disruptive industry. "Going forward with a minimum wage of about \$ 170, other plants will experience problems if things do not change," he said. So we look forward to a shift in productivity, lowering the cost of doing business and going. The government's new policy will help offset the cost of labor and allow the plant to continue to operate". According to the Cambodian Customs Department, exports of textiles and apparel worth \$ 7.3 billion last year, in 2017, compared with \$ 6.8 billion in 2015. The region comprises more than 70 percent of the country's total exports, with most of the products targeted. EU, US and Canada.

Eric Tavernier, CEO of We Group Ltd, a French company that operates a garment factory in Sihanoukville, explains that the different prices for rising minimum wages are just regional symbols because of productivity. It is still very worrying. "In monthly newspapers, salaries are 60 per cent cheaper in Cambodia than in China," he said. "But the pace of production in Cambodia is at 35 per cent, compared with 75 per cent in China, which makes Cambodia less than 30 per cent. When using real performance factors ". Meanwhile, the latest economic outlook released last week by the International Monetary Fund predicts that the Kingdom's apparel sector will grow at a slower rate due to increased competition from its neighbors. However, the IMF said that access to US free trade for travel-related items could help support this sector in the near term.

Enjoy Ho, the director of the China Chamber of Commerce's Textile Industry Association in Cambodia, said that the Kingdom's advantage in attracting investment in the garment sector remains a matter of cheap labor and special trade status under the project, "Free travel to the US for traveling. However, he said that the increase in minimum wages would harm the business sector if the productivity of the workers did not increase. "With the increase in minimum wage, we are struggling to make the same order price compared to the previous year," he said. "We have a very small survival area."

He said that if the government does not act quickly to reduce the burden on factory owners, either by cutting electricity bills or reducing import and export fees. "Factory is off" (The Phnom Penh Post, 26 October 2017).

### **2.3.1 Thailand's Textile and Apparel Industry**

Thailand's textile and garment industry plays an important role in generating revenue for GDP and export revenue. With more than 50 years of development, Thailand's textile and apparel industry has become a comprehensive industry, ranging from polyester to wool, cotton, technical textiles and t-shirts to high-end fashion. Thailand is well known around the world as one of the world's largest manufacturers of baby clothes, children's wear, women's wear and casual wear. Thailand is a world-renowned silk producer, including spinning or twisted yarns.

In addition, the country's dyeing, dyeing and printing services make it one of the most popular textile hire destinations in the world market. Today, Thailand has about 4,500 textile and apparel manufacturers employing almost 1 million workers. Most of these manufacturers are based in Bangkok and the eastern part of Thailand, ranging from fabric factories to weaving and weaving to dyeing. Most Thai textile companies are part of the integrated supply chain of

ASEAN. For example, the Bangkok Weaving Group distributes dyed fabric to Cambodia, which manufactures garments for international fashion brands. In 2014, Thailand exported apparel and apparel products worth \$ 7.52 billion. WITS, worth \$ 3,422 billion, was exported to Southeast Asia while textiles and apparel were exported to Southeast Asia. Ready-made clothes, underwear, clothing and other types of \$ 1.24 billion. Was shipped to the US, reported by Thai Trade USA. But these top export figures were offset by imports of \$ 4.71 billion in the same year. Imports are mainly from East Asia and the Pacific.

One of the country's textile and garment industries is facing the most inadequate domestic demand as a consequence of low purchasing power in the country, which results in Thailand having to sell its textile and apparel products to foreign markets. Another problem is lack of raw materials in the production of ready-made garments.

Thailand's textile industry employs about 500,000 tons of raw cotton, but the country can produce only 2% cotton, despite the varying challenges. The nation's textile industry still believes that the country's textile and garment industry has the potential to grow and increase its value with a new policy issued by the government in 2016 under the new investment promotion program. It is interested in manufacturing medical textiles in Thailand and making it a regional hub for innovative clothing and medical devices.

Thailand believes that new opportunities for the textile and apparel industry are to step into high-tech clothing. Businesses need to shift from lower-cost markets to low-cost countries such as Bangladesh, Vietnam and Cambodia, with fewer new competitors and higher added value (Biz Vibe, 30 January 2018).

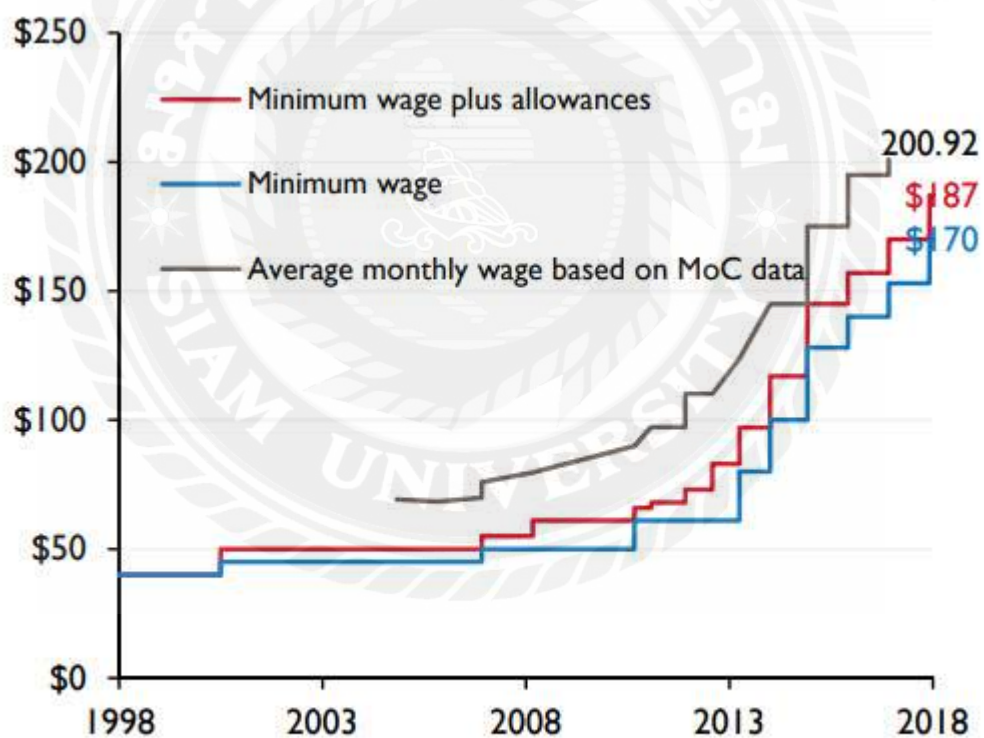
### **2.3.2 Minimum wage for Cambodian garment and workers, 1998-2018**

The minimum wage for Cambodian costume workers has increased dramatically in recent years. This report from the Ministry of Labor and the Cambodian Ministry states that the impact of this increase in minimum wages on bulletin workers is based on a sample of payments from the Cambodian garment factory in 2016. 2017, stating that home wages have increased with increasing minimum wage. Does the employer cut other components of income to compensate for increased basic wages? The results of this paper are not recommended. In fact, there is an increase in overtime, along with a rise in minimum wages, resulting in an increase in home buying in the final in 2017. This Bulletin found that, on average, base pay rates made only about 65% of Cambodia's wages in the home state that the composition of wages apart from the minimum wage is very important.

The minimum wage for Cambodian goods and textiles has increased significantly in recent years. In 2013, the minimum wage is \$ 80 per month. The current minimum level is more than twice the level specified at \$ 170 after the recent increase effective January 1, 2018.

The increase in wages in recent years has led to a number of rapidly increasing questions, including the impact of the minimum wage on workers' actual incomes. Does income from work of workers increase with minimum wage? What happened to the number of hours worked by Cambodian clothing workers? What happened to the income distribution between workers? This statement examines these questions and other questions using confidential salary data from the Cambodian clothing samples in 2016 and 2017, in collaboration with Better Factories Cambodia.

**Figure 1: Minimum wage for Cambodian garment workers, 1998-2018 (nominal USD per month)**

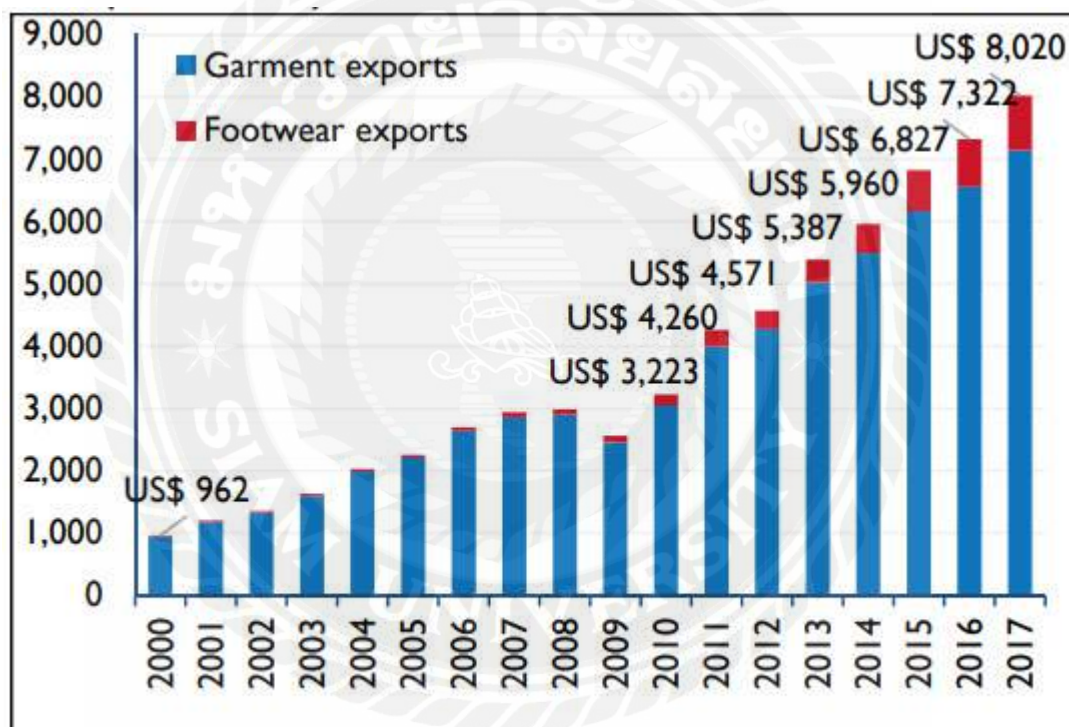


Source: Various Prakas, Ministry of Labour and Vocational Training (MoLVT).

### 2.3.3 Cambodia's garment exports, 2000- 2017

Cambodian Customs and Excise Department Reveals Cambodia's Textile and Garment Performance in the Year 2017 Export value from industry grew by 9.515% year on year, from US \$ 201.0 million to US \$ 8.020 million. In terms of production volume in 2017, the industry has grown by 10%, up from the 0.5 point increase. This means that exports of apparel exports have dropped or are turning to lower-cost production down. Garment continued to grow, with exports increasing 14.4 percent to \$ 873 million year-on-year. Garment remains the most important component of Cambodian exports, accounting for 72% of total exports in the country in 2017.

**Figure 2: Cambodia's garment and exports, 2000- 2017 (US\$ million)**



Source: Cambodia's General Department of Customs and Excise

### 2.3.4 The important of cross-border economic of Poipet and Aranyaprathet

Two important components of cross-border economy are: cross-border trade and cross-border migration occur officially and unofficially. This economy is an important indicator of the relationship between two or more neighbors and the subsistence of their people. That is, if neighbors can live together, share resources and opportunities, there will be peace, security, economic prosperity, and regional development. Cross-border trade creates opportunities based on comparative advantage. Border trade will provide knowledge and information on the

demand and supply of goods and services in the cross-border economies of neighboring countries and the beginning of trade and investment relations. There are also employment opportunities for people in both countries. Cross-border economic development can play an important role in promoting regional economic development, improving people's quality of life, eradicating poverty, leading to more stable income distribution, fostering friendship and accelerating cross-border economic cooperation in across border regions.

Increasing interest in sub-regional cooperation, international assistance and sport in tourism and the growth of the service sector. The boundaries of the Mekong sub-region seem to have changed dramatically by developing infrastructure and communications.

However, the meaning of the change in people's livelihood in the cross-border economy remains unclear. Some of these areas are still poor. Cross-border activities not only legal but also legal. Economic growth is not certain that the poor in the border will benefit from the development. Therefore, there is a need for systematic review of the subject. In particular, structural elements and trends in cross-border economies and their relation to employment, mobility, poverty reduction, equality and growth as a result of open borders.

## **2.4 Theoretical Framework**

Theoretical frame is the foundation for all research. It is a logical development to describe a network of relationships between variables related to a problem situation and identified through interviews, observation processes, and literature surveys. Experience and intuition are also the guiding principles for developing theoretical frameworks. Both Cambodia and Thailand have problems. There are losses and benefits, for example:

### **2.4.1 Hypothesis**

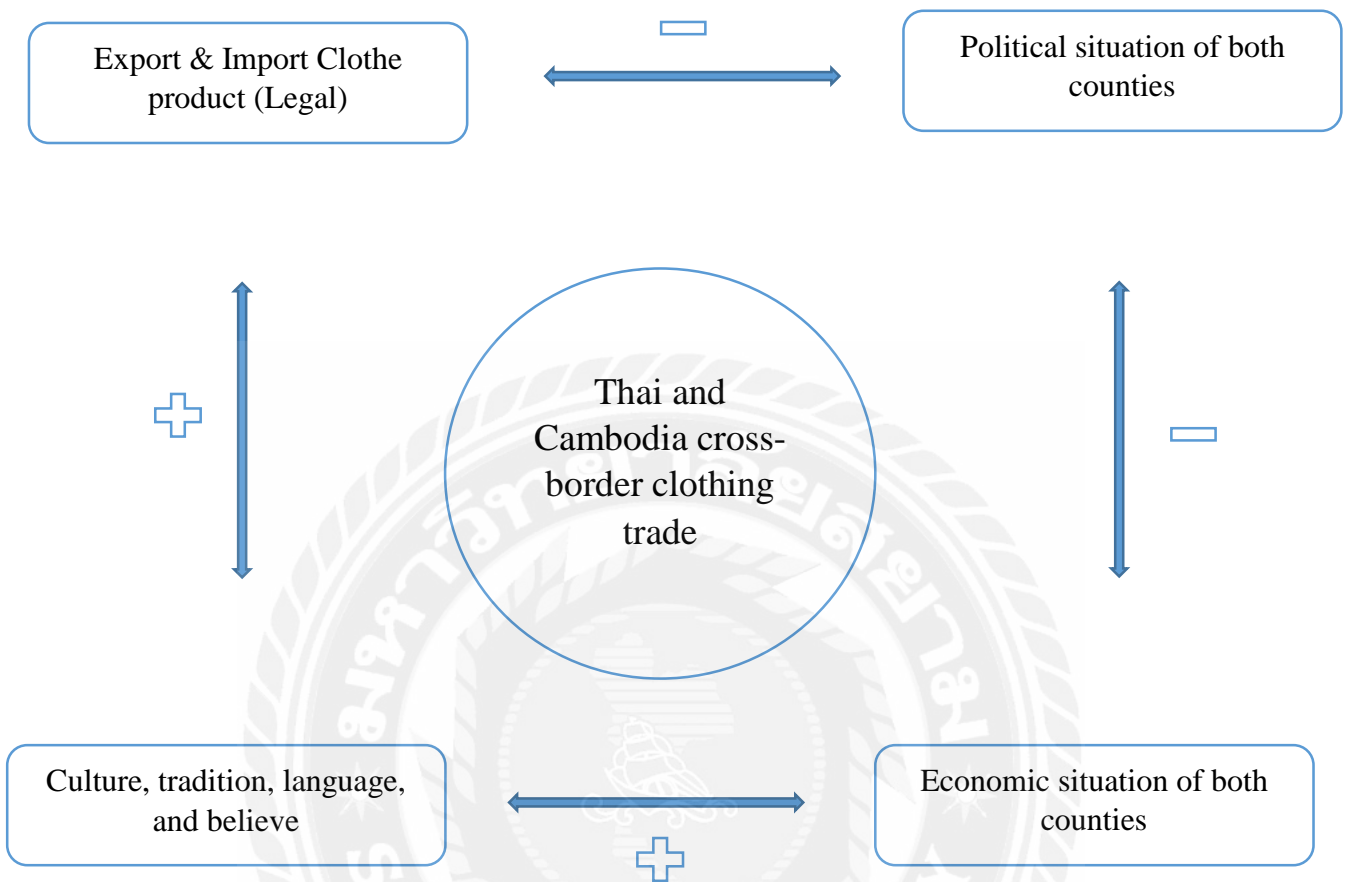
H1: Export and Import clothe product (legal) are relating to Political situation of both countries.

H2: Economic situation of both countries are relating to Culture, tradition, language and believe.

H3: Political situation of both countries are relating to Economic situation of both counties.

H4: Economic situation of both counties are relating to Export & Import Clothe product (Legal).

**Figure 3: Conceptual Framework**



Framework theory is an important part of research. Different research will different framework. Many researchers talk about frameworks, research frameworks, and theoretical frameworks. This concept is the whole performance trade and operations in Thailand and Cambodia. In this research I will focus on good environment and bad trade along the border and be productive to trade.

#### **2.4.2 Export & Import Clothe product (Legal)**

Cambodia export clothe to Thailand more than Thailand export to Cambodia because the garment is the major product of Cambodia. In a year Cambodia export clothe to US, European, and to Asia countries, especially, the countries which have connect border like, Thailand, Laos, and Viet Name through cross-border trade. Closing trade between Thailand



and Cambodia also have the problem, problem with illegal clothing import without pay the tax to the official who are control at the border.

### **2.4.3 Political situation of both counties**

If we compare the political situation of Thailand and Cambodia in both countries, there is political uncertainty. For example, the Thai government has had problems with yellow shirts and red shirts since 2008 until now, and this issue will continue in the future. This impact on the tourism sector and the economy, tourists to travel in Thailand less and less but to go abroad instead. Investors delay investment in Thailand because of uncertainty that Thai politics.

Look at the political situation in Cambodia is still unstable and not democratic. It is a dictatorship because the Cambodian government does not have a clear vision of inviting FDI into Cambodia. Tourists and businessmen visit and invest in Cambodia less and go to invest in other countries.

### **2.4.4 Economic situation of both counties**

If you compare the Thai and Cambodian economy to the import and export GDP GNP, an income of people Thailand is better than Cambodia because Thailand has more than 100 years without war and Thailand has better infrastructure than Cambodia, such as roads, electricity and transportation, etc.

### **2.4.5 Culture, tradition, language, and believe**

Culture, tradition, language and belief between Thai and Cambodia are very similar and close to each other. Many words of Thai language the same with Cambodia language and many words of Thai language come from Cambodia language. The Most of Thai Cambodia people follow Buddhism. For tradition, Thai and Cambodia very similar and the same because Thai has get the influent from ancient Khmer Empire.



## CHAPTER 3

### Research Method

#### 3.1 Methodology and Philosophy

Methodology: Use the method of study based on the knowledge obtained from the literature review to give meaning to the accuracy of the data collection. It is important to know that data collection refers to information about each variable and historical study about the relationship between them. The idea is to deal with the literature and the respondents. The following are quantitative research methods using Excel and SPSS to support research and data collection from various locations and individuals.

**Quantitative methodology:** Regarding the use of data collected by questionnaires and professionally accredited data, it is accessible to analyze data. Quantitative research is the study of social conditions by defining variables to collect statistical members. The Primary and Secondary data will overview quantitative data include:

**Data collection method:** Quantitative research is collected by surveys, focusing on a large number of people. To analyze and test theory and meaning rather than academic aspects of the villagers.

**Assumption and hypothesis testing:** Quantitative research data from quantitative research are appropriate for theoretical testing by introduction and I will gather data from many people with a questionnaire.

#### 3.2 Method

The method of research is an important part of data analysis. Data collection resources must be in this section. The method I used to conduct the commercial research of Thai and Cambodian cross-border clothing trade is twofold: Primary data collection and Secondary data collection by using Excel and SPSS, to record and receive data, follow these steps:

##### 3.2.1 Primary data analysis

- Interview with Chairman of Sa Kaeo Chamber of Commerce
- Interview businessmen along the border
- Interview with vendors in Rong Kluea market
- Interview shoppers in Rong Kluea market
- Measurement

- Survey (commonly used for social research, behavior and marketing)

### **3.2.2 Secondary data analysis**

- Books and other research in the past
- Documentation of export and import of the two countries annually
- News
- Libraries
- Internet
- Newspapers
- Television
- Private sources
- Government

At the same time in Thailand and Cambodia, international trade, clothing, research, I use two qualitative research method and quantitative research method to study the efficiency and effectiveness of border trade situations by observing day by day. Interviews to gather information and transfer to the information I use, two structure, structure interviews or formal or unstructured interview or informal, to get real information from interviewers is not easy. No one is telling the truth because it's confidential. Information is the life of one's own trade but I will try to suppose and measure the current trade to compare the real world trade.

Secondary information that I will learn and seek on the internet and read books that some researchers have written about cross-border trade before me, and gatherings from other media outlets, as well as I can. Therefore, it is a project offering cross-border clothing trade in both Thailand and Cambodia.

### **3.2.3 Research Questions**

- 1) Do locations and activities cross the border in case of cross-border economic intent?
- 2) What are the benefits and potentials that both countries have received from cross-border trade from the past through localization?
- 3) How many percent for each day, week, month, year that Thai export clothes to Cambodia and import from Cambodia?
- 4) What are the constraints and the limitations in the trading of impartation in the two countries? How to manage and fix problems

These all research questions are very necessary for may research Thai and Cambodia cross-border clothing trade, and I will use these questions to find data and information for writing my Independent Study (IS).



## CHAPTER 4

### Data Analysis

The study of factors affecting to Thailand and Cambodia cross-border clothing trade between Aranyaprathet and Piopet, Sa Kaeo province is a study focusing on border trade in Rong Kluea market. The results of the study were as follows. To attract trade to determine the amount of Thai- Cambodia cross-border trade. To study of behavior of cross-border trade entrepreneurs in Rong Kluea market, including cross-border trade as well as the structure, pattern and cross-border trade system between Aranyaprathet and Piopet, as well as the development of border trade in the border trade area and at the point where there is a Rong Kluea market.

#### 4.1 Descriptive Analysis

The study of factors affecting to Thailand and Cambodia cross-border clothing trade between Aranyaprathet and Piopet. In the micro level study, the study focused on the pattern of cross-border clothing trade in Rong Kluea market, Sa Kaeo province in general. The objective of this study was to study the opinions of entrepreneurs on border trade. The importance of trade between Thailand and Cambodia and to study the role of cross-border trade and cross-border trade in relation to the problems and obstacles of border trade and the problem of illegal importation and exportation, as well as measures and policies of the government and the performance of officials and the role of border trade with the Asean Economics Community (AEC). The study was conducted by a sample of 175 cross-border traders or trade representatives in Rong Kluea market, Sa Kaeo province. The method was used to select the specific sample (Purposive Sampling) to obtain in-depth information. Including research from relevant documents and research. The results were divided into 3 parts.

Part 1: General information of the respondents: Gender, Age, Marital Status, and Education.

Part 2: Information on business operations, such as, Address, Main job, Estimate income, Trade, The reason for doing business in the Rong Kluea market, and Currency exchange.

Part 3: Problems and additional needs include Regulatory and management, Cleanliness and waste disposal, Security and facilities for tourists, Care and support from government agencies, and Public relations and promotion activities.

## 4.2 Frequencies

### Part 1: General information of the respondents

The data of the respondents were as follows: Gender, Age, Marital Status, and Education. The results are as follows:

**Table 1: Frequencies table of the gender respondents**

		Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Male	65	37.1	37.1	37.1
	Female	110	62.9	62.9	100.0
	Total	175	100.0	100.0	

Source: From SPSS

The results of the study showed that frequencies respondents were mostly female 110 respondents, were 62.9%, followed by males 65 of respondents, were 37.1%.

**Table 2: Frequencies table of the age respondents**

		Age			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	20-30	48	27.4	27.4	27.4
	31-40	74	42.3	42.3	69.7
	41-50	53	30.3	30.3	100.0
	Total	175	100.0	100.0	

Source: From SPSS

According to table 2 the results found that the majority of 74 respondents were between 31 - 40 years old or 42.3%, followed by 53 respondents were between 41 - 50 years old or 30.3%, and the data were collected from 48 of the respondents or 27.4%, aged between 20 - 30 years old.

**Table 3: Frequency Table of marital status respondents**

		<b>Marital Status</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	63	36.0	36.0	36.0
	Married	84	48.0	48.0	84.0
	Widowed	22	12.6	12.6	96.6
	Divorced	6	3.4	3.4	100.0
	Total	175	100.0	100.0	

Source: From SPSS

Table 3 the results displayed that the majority of respondents were married, were 84 of respondents or 48%, secondly, the informants with the lowest were showed that 63 respondents who had single status were 36%, follow by widowed 22 respondents, were 12.6%, and the less of respondents were divorced 6 respondents or 3.4%.

**Table 4: Frequency table of Education Level respondents**

		<b>Education</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	27	15.4	15.4	15.4
	Secondary School	66	37.7	37.7	53.1
	High school	82	46.9	46.9	100.0
	Total	175	100.0	100.0	

Source: From SPSS

Referring to the results of table 4 found that the study revealed that the majority of respondents had 82 high school, accounting for 46.9% of the respondents. Secondly, the informants showed that 66 respondents who had finished secondary school, were 37.7%, and the lowest respondents showed that 27 respondents had finished primary school accounting for 15.4%.

## Part 2: Information about address and business operation

The data of the respondents were as follows: Address, Main job, Estimate salary, Trade, The reason for doing business in the Rong Kluer market, and Currency exchange. The results are as follows:

**Table 5: Frequency table of Address respondents**

		<b>Address</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	In the border area	119	68.0	68.0	68.0
	Outside the border area	56	32.0	32.0	100.0
	Total	175	100.0	100.0	

Source: From SPSS

The results showed that most respondents there were 119 respondents live in the border area or 68%, followed by those who live outside the border area 56 of respondents or 32%.

**Table 6: Frequency table of Main job respondents**

		<b>Main job</b>			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Retail/Personal business	140	80.0	80.0	80.0
	Contractors	35	20.0	20.0	100.0
	Total	175	100.0	100.0	

Source: From SPSS

The results demonstrated that most respondents had their main occupations as, 140 of respondents had personal business/retailer or 80%, and the main job of 35 respondents are contractors, were 20%.

**Table 7: Frequency table of monthly estimate income respondents**

		Estimate income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3,000 - 5,000 Baht	2	1.1	1.1	1.1
	5,001 - 7,000 Baht	16	9.1	9.1	10.3
	7,001 - 9,000 Baht	49	28.0	28.0	38.3
	9,001 - 11,000 Baht	74	42.3	42.3	80.6
	More than 11001 Baht	34	19.4	19.4	100.0
	Total	175	100.0	100.0	

Source: From SPSS

Table 7 found the results that most respondents the average monthly income ranged from 3,000-5,000 baht were 2 respondents or 1.1% and from 5,001-7,000 baht were 16 respondents or 9.1%, the average monthly income from 7,001 - 9,000 baht, 49 of respondents or 28%, the average monthly income from 9,001-11,000 baht, were 74 of respondents or 42.3%, and the average monthly income more than 11,001 baht were 34 of respondents or 19.4%. According to this table showed that the respondents who had income from 9,001-11,000 baht are mostly.

**Table 8: Frequency table of trade respondents**

		Trade			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Retailer	62	35.4	35.4	35.4
	Wholesale store	36	20.6	20.6	56.0
	Middleman	22	12.6	12.6	68.6
	Distributors	20	11.4	11.4	80.0
	Contractors	35	20.0	20.0	100.0
	Total	175	100.0	100.0	

Source: From SPSS



The results indicated that most respondents are retailers, were 62 or 35.4%, followed by wholesalers store were 36 or 20.6%, and are give information least are the middleman 22 of respondents or 12.6%, distributors go to other placed were 20 or 11.4%, and 35 of respondents from general contractors, accounting for 20%.

**Table 9: Frequency table of the reason for doing business in the Rong Kluea market respondents**

**The reason for doing business in the Rong Kluea market**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Near the house	78	44.6	44.6	44.6
I do not know what/ where to do business	29	16.6	16.6	61.1
I think I can make money	68	38.9	38.9	100.0
Total	175	100.0	100.0	

Source: From SPSS

According to table 9 the results showed that most respondents the reason for doing business in the Rong Kluea market because near the house were 78 of respondents or 44.6%. Secondly, they could generate income were 68 of respondents or 38.9 and the least of respondents who are come to do business in Rong Kluea market because they do not know what/ where to do business were 29 respondents accounted for 16.6%.

**Table 10: Frequency table of currency exchange respondents**

**Currency exchange**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Thai money	175	100.0	100.0	100.0

Source: From SPSS

The results displayed that most respondents of currency exchange is use Thai money were 175 of respondents or 100%.

### Part 3: Problems and additional needs

Problems and additional needs include Regulatory and management, Cleanliness and waste disposal, Security and facilities for tourists, Care and support from government agencies, and Public relations and promotion activities. The results are as follows:

Problems and additional needs are used the Likert concept is based on the concept of 5 levels there are:

Strongly satisfied

Satisfied

Moderate

Dissatisfied

Strongly dissatisfied

#### 4.2.1 Utilities

**Table 11: Frequency table of inadequate electricity / inconvenient / unsafe / expensive in Rong Kluea market respondents**

#### Inadequate electricity / inconvenient / unsafe / expensive

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	18	10.3	10.3	10.3
Satisfied	36	20.6	20.6	30.9
Moderate	118	67.4	67.4	98.3
Dissatisfied	2	1.1	1.1	99.4
Strongly dissatisfied	1	.6	.6	100.0
Total	175	100.0	100.0	

Source: From SPSS

Referring to table 11 the result showed that the respondents who are selling in Rong Kluea market have answer in inadequate electricity / inconvenient / unsafe / expensive mostly are moderate 118 of respondents or 67.4%, followed by 36 respondents are satisfied or 20.6%,

and 18 of respondents are strongly satisfied or 10.3%, followed by 2 respondents are dissatisfied or 1.1%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

**Table 12: Frequency table of no tap water / insufficient / not clean / expensive in Rong Kluea market respondents**

**No tap water / insufficient / not clean / expensive**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	20	11.4	11.4	11.4
Satisfied	43	24.6	24.6	36.0
Moderate	108	61.7	61.7	97.7
Dissatisfied	3	1.7	1.7	99.4
Strongly dissatisfied	1	.6	.6	100.0
Total	175	100.0	100.0	

Source: From SPSS

The result found that the respondents who are selling in Rong Kluea market have answer in no tap water / insufficient / not clean / expensive mostly are moderate 108 of respondents or 61.7%, followed by 43 respondents are satisfied or 24.6%, and 20 of respondents are strongly satisfied or 11.4%, followed by 3 respondents are dissatisfied or 1.7%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

**Table 13: Frequency table of no pathway / insufficient / disordered in Rong Kluea market respondents**

**No pathway / insufficient / disordered**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	15	8.6	8.6	8.6
Satisfied	39	22.3	22.3	30.9
Moderate	115	65.7	65.7	96.6
Dissatisfied	4	2.3	2.3	98.9
Strongly dissatisfied	2	1.1	1.1	100.0

Total	175	100.0	100.0
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Source: From SPSS

Table 13 the result shown that the respondents who are selling in Rong Kluea market have answer in no pathway / insufficient / disordered mostly are moderate 115 of respondents or 65.7%, followed by 39 respondents are satisfied or 22.3%, and 15 of respondents are strongly satisfied or 8.6%, followed by 4 respondents are dissatisfied or 2.3%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

#### 4.2.2 Regulatory and management

**Table 14: Frequency table of regulation is not clear / not the same norm in Rong Kluea market respondents**

**Regulation is not clear / not the same norm**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	14	8.0	8.0	8.0
Satisfied	45	25.7	25.7	33.7
Moderate	114	65.1	65.1	98.9
Dissatisfied	1	.6	.6	99.4
Strongly dissatisfied	1	.6	.6	100.0
Total	175	100.0	100.0	

Source: From SPSS

Depend on table 14 the result showed that the respondents who are selling in Rong Kluea market have answer in regulation is not clear / not the same norm mostly are moderate 114 of respondents or 65.1%, followed by 45 respondents are satisfied or 25.7%, and 14 of respondents are strongly satisfied or 8%, followed by 1 respondents are dissatisfied or 0.6%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

**Table 15: Frequency table of organizing shop and the sale is not good / not a system in Rong Kluea market respondents**

**Organizing shop and the sale is not good / not a system**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	12	6.9	6.9	6.9
Satisfied	25	14.3	14.3	21.1
Moderate	132	75.4	75.4	96.6
Dissatisfied	4	2.3	2.3	98.9
Strongly dissatisfied	2	1.1	1.1	100.0
Total	175	100.0	100.0	

Source: From SPSS

The result showed that the respondents who are selling in Rong Kluea market have answer in organizing shop and the sale is not good / not a system mostly are moderate 132 of respondents or 75.4%, followed by 25 respondents are satisfied or 14.3%, and 12 of respondents are strongly satisfied or 6.9%, followed by 4 respondents are dissatisfied or 2.3%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

**Table 16: Frequency table of expensive rent in Rong Kluea market respondents**

**Expensive rent**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	16	9.1	9.1	9.1
Satisfied	30	17.1	17.1	26.3
Moderate	96	54.9	54.9	81.1
Dissatisfied	25	14.3	14.3	95.4
Strongly dissatisfied	8	4.6	4.6	100.0
Total	175	100.0	100.0	

Source: From SPSS

Table 16 found the result that the respondents who are selling in Rong Kluea market have answer in expensive rent mostly are moderate 96 of respondents or 54.9%, followed by 30 respondents are satisfied or 17.1%, and 25 of respondents are dissatisfied or 14.3%, followed by 16 respondents are strongly satisfied or 9.1%, and the lowest respondent is 8 strongly dissatisfied or 4.6%.

#### 4.2.3 Cleanliness and waste disposal

**Table 17: Frequency table of no trash / insufficient in Rong Kluea market respondents**

**No trash / insufficient**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied	34	19.4	19.4	19.4
	Satisfied	56	32.0	32.0	51.4
	Moderate	69	39.4	39.4	90.9
	Dissatisfied	14	8.0	8.0	98.9
	Strongly dissatisfied	2	1.1	1.1	100.0
	Total	175	100.0	100.0	

Source: From SPSS

The result shown that the respondents who are selling in Rong Kluea market have answer in no trash / insufficient mostly are moderate 69 of respondents or 39.4%, followed by 56 respondents are satisfied or 32%, and 34 of respondents are strongly satisfied or 19.4%, followed by 14 respondents are dissatisfied or 8%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

**Table 18: Frequency table of there is no sanitary waste disposal facility in Rong Kluea market respondents**

**There is no sanitary waste disposal facility**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied	24	13.7	13.7	13.7
	Satisfied	47	26.9	26.9	40.6

Moderate	101	57.7	57.7	98.3
Dissatisfied	2	1.1	1.1	99.4
Strongly dissatisfied	1	.6	.6	100.0
Total	175	100.0	100.0	

Source: From SPSS

The result showed that the respondents who are selling in Rong Kluea market have answer in there is no sanitary waste disposal facility mostly are moderate 101 of respondents or 57.7%, followed by 47 respondents are satisfied or 26.9%, and 24 of respondents are strongly satisfied or 13.7%, followed by 2 respondents are dissatisfied or 1.1%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

**Table 19: Frequency table of tourists are not throw the waste in the waste bins/ do not help keep the market clean in Rong Kluea market respondents**

**Tourists are not throw the waste in the waste bins/ do not help keep the market clean.**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	45	25.7	25.7	25.7
Satisfied	56	32.0	32.0	57.7
Moderate	57	32.6	32.6	90.3
Dissatisfied	15	8.6	8.6	98.9
Strongly dissatisfied	2	1.1	1.1	100.0
Total	175	100.0	100.0	

Source: From SPSS

Table 19 the found result that the respondents who are selling in Rong Kluea market have answer in tourists are not throw the waste in the waste bins/ do not help keep the market clean mostly are moderate 57 of respondents or 32.6%, followed by 56 respondents are satisfied or 32%, and 45 of respondents are strongly satisfied or 25.7%, followed by 15 respondents are dissatisfied or 8.6%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

#### 4.2.4 Security and facilities for tourists

**Table 20: Frequency table of the car park of tourists is not safe enough in Rong Kluea market respondents**

##### The car park of tourists is not safe enough

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	15	8.6	8.6	8.6
Satisfied	46	26.3	26.3	34.9
Moderate	108	61.7	61.7	96.6
Dissatisfied	4	2.3	2.3	98.9
Strongly dissatisfied	2	1.1	1.1	100.0
Total	175	100.0	100.0	

Source: From SPSS

Referring to table 20 the result showed that the respondents who are selling in Rong Kluea market have answer in the car park of tourists is not safe enough mostly are moderate 108 of respondents or 61.7%, followed by 46 respondents are satisfied or 26.3%, and 15 of respondents are strongly satisfied or 8.6%, followed by 4 respondents are dissatisfied or 2.3%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

**Table 21: Frequency table of lack of safety of tourists from government agencies in Rong Kluea market respondents**

##### Lack of safety of tourists from government agencies

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	32	18.3	18.3	18.3
Satisfied	37	21.1	21.1	39.4
Moderate	102	58.3	58.3	97.7
Dissatisfied	3	1.7	1.7	99.4
Strongly dissatisfied	1	.6	.6	100.0
Total	175	100.0	100.0	

Source: From SPSS



The result displayed that the respondents who are selling in Rong Kluea market have answer in lack of safety of tourists from government agencies mostly are moderate 102 of respondents or 58.3%, followed by 37 respondents are satisfied or 21.1%, and 32 of respondents are strongly satisfied or 18.3%, followed by 3 respondents are dissatisfied or 1.7%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

**Table 22: Frequency table of clean toilets that do not provide tourist services in Rong Kluea market respondents**

**Clean toilets that do not provide tourist services**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	17	9.7	9.7	9.7
Satisfied	44	25.1	25.1	34.9
Moderate	107	61.1	61.1	96.0
Dissatisfied	5	2.9	2.9	98.9
Strongly dissatisfied	2	1.1	1.1	100.0
Total	175	100.0	100.0	

Source: From SPSS

The result showed that the respondents who are selling in Rong Kluea market have answer in clean toilets that do not provide tourist services mostly are moderate 107 of respondents or 61.1%, followed by 44 respondents are satisfied or 25.1%, and 17 of respondents are strongly satisfied or 9.7%, followed by 5 respondents are dissatisfied or 2.9%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

**4.2.5 Care and support from government agencies**

**Table 23: Frequency table of lack of knowledge about safe food in Rong Kluea market respondents**

**Lack of knowledge about safe food**

	Frequency	Percent	Valid Percent	Cumulative Percent
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Valid	Strongly satisfied	14	8.0	8.0	8.0
	Satisfied	37	21.1	21.1	29.1
	Moderate	117	66.9	66.9	96.0
	Dissatisfied	6	3.4	3.4	99.4
	Strongly dissatisfied	1	.6	.6	100.0
	Total	175	100.0	100.0	

Source: From SPSS

Depend on table 23 showed that the results of the respondents who are selling in Rong Kluea market have answer in lack of knowledge about safe food mostly are moderate 117 of respondents or 66.9%, followed by 37 respondents are satisfied or 21.1%, and 14 of respondents are strongly satisfied or 8%, followed by 6 respondents are dissatisfied or 3.4%, and the lowest respondent is 2 strongly dissatisfied or 0.6%.

**Table 24: Frequency table of lack of knowledge in service provision in Rong Kluea market respondents**

**Lack of knowledge in service provision**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly satisfied	24	13.7	13.7	13.7
	Satisfied	45	25.7	25.7	39.4
	Moderate	96	54.9	54.9	94.3
	Dissatisfied	7	4.0	4.0	98.3
	Strongly dissatisfied	3	1.7	1.7	100.0
	Total	175	100.0	100.0	

Source: From SPSS

The result demonstrated that the respondents who are selling in Rong Kluea market have answer in lack of knowledge in service provision mostly are moderate 96 of respondents or 54.9%, followed by 45 respondents are satisfied or 25.7%, and 24 of respondents are strongly satisfied or 13.7%, followed by 7 respondents are dissatisfied or 4%, and the lowest respondent is 3 strongly dissatisfied or 1.7%.

**Table 25: Frequency table of food safety is not always good in Rong Kluea market respondents**

**Food safety is not always good**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	17	9.7	9.7	9.7
Satisfied	44	25.1	25.1	34.9
Moderate	107	61.1	61.1	96.0
Dissatisfied	5	2.9	2.9	98.9
Strongly dissatisfied	2	1.1	1.1	100.0
Total	175	100.0	100.0	

Source: From SPSS

The result showed that the respondents who are selling in Rong Kluea market have answer in food safety is not always good mostly are moderate 107 of respondents or 61.1%, followed by 44 respondents are satisfied or 25.1%, and 17 of respondents are strongly satisfied or 9.7%, followed by 5 respondents are dissatisfied or 2.9%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

**Table 26: Frequency table of not certified safe food in Rong Kluea market respondents**

**Not certified safe food**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	23	13.1	13.1	13.1
Satisfied	35	20.0	20.0	33.1
Moderate	108	61.7	61.7	94.9
Dissatisfied	8	4.6	4.6	99.4
Strongly dissatisfied	1	.6	.6	100.0
Total	175	100.0	100.0	

Source: From SPSS

The table 26 indicated that the result of the respondents who are selling in Rong Kluea market have answer in not certified safe food mostly are moderate 108 of respondents or 61.7%, followed by 35 respondents are satisfied or 20%, and 23 of respondents are strongly satisfied or 13.1%, followed by 8 respondents are dissatisfied or 4.6%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

#### 4.2.6 Public relations and promotion activities

**Table 27: Frequency table of lack of public relations such as radio, television, websites, magazines, etc in Rong Kluea market respondents**

##### Lack of public relations such as radio, television, websites, magazines, etc.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly satisfied	34	19.4	19.4	19.4
Satisfied	37	21.1	21.1	40.6
Moderate	96	54.9	54.9	95.4
Dissatisfied	6	3.4	3.4	98.9
Strongly dissatisfied	2	1.1	1.1	100.0
Total	175	100.0	100.0	

Source: From SPSS

According to table 27 the result showed that the respondents who are selling in Rong Kluea market have answer in lack of public relations such as radio, television, websites, magazines, etc mostly are moderate 96 of respondents or 54.9%, followed by 37 respondents are satisfied or 21.1%, and 34 of respondents are strongly satisfied or 19.4%, followed by 6 respondents are dissatisfied or 3.4%, and the lowest respondent is 2 strongly dissatisfied or 1.1%.

**Table 28: Frequency table of the promotion of tourism activities is not always in Rong Kluea market respondents**

##### The promotion of tourism activities is not always

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly satisfied	15	8.6	8.6	8.6
	Satisfied	46	26.3	26.3	34.9
	Moderate	110	62.9	62.9	97.7
	Dissatisfied	3	1.7	1.7	99.4
	Strongly dissatisfied	1	.6	.6	100.0
	Total	175	100.0	100.0	

Source: From SPSS

The result shown that the respondents who are selling in Rong Kluea market have answer in lack of public relations such as radio, television, websites, magazines, etc mostly are moderate 110 of respondents or 62.9%, followed by 46 respondents are satisfied or 26.3%, and 15 of respondents are strongly satisfied or 8.6%, followed by 3 respondents are dissatisfied or 1.7%, and the lowest respondent is 1 strongly dissatisfied or 0.6%.

**Table 29: Descriptive Statistics & Correlations of Utilities**

Descriptive Statistics			
	Mean	Std. Deviation	N
Inadequate electricity / inconvenient / unsafe / expensive	2.6114	.70945	175
No tap water / insufficient / not clean / expensive	2.5543	.73981	175
No pathway / insufficient / disordered	2.6514	.71814	175

According to table of descriptive statistics shows that it is sample size of 175 respondents answer in utilities group. Firstly, Inadequate electricity / inconvenient / unsafe / expensive 2.6114 (x) and 0.70945 (SD). Secondly, No tap water / insufficient / not clean / expensive 2.5543 (x) and 0.73981 (SD). Finally, No pathway / insufficient / disordered 2.6514 (x) and 0.71814 (SD) respondents perceptively.

### Correlations

		Inadequate electricity / inconvenient / unsafe / expensive	No tap water / insufficient / not clean / expensive	No pathway / insufficient / disordered
Inadequate electricity / inconvenient / unsafe / expensive	Pearson Correlation Sig. (1-tailed) N	1  175	.938** .000 175	.962** .000 175
No tap water / insufficient / not clean / expensive	Pearson Correlation Sig. (1-tailed) N	.938** .000 175	1 .000 175	.917** .000 175
No pathway / insufficient / disordered	Pearson Correlation Sig. (1-tailed) N	.962** .000 175	.917** .000 175	1  175

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The Pearson's correlation analysis showed that traders selling clothes in Rong Kluea market was concerning with customer expectation. Therefore those are following that Inadequate electricity / inconvenient / unsafe / expensive that was ( $r=1$ ,  $p<.000$ ). No tap water / insufficient / not clean / expensive that was ( $r=.938^{**}$ ,  $p<000$ ). No pathway / insufficient / disordered that was ( $r=.962^{**}$ ,  $p<000$ ). Those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Klurea market.

**Table 30: Descriptive Statistics & Correlations of Regulatory and management**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Regulation is not clear / not the same norm	2.6000	.66953	175
Organizing shop and the sale is not good / not a system.	2.7657	.65826	175
Expensive rent	2.8800	.92376	175

According to table of descriptive statistics shows that it is sample size of 175 respondents answer in utilities group. Firstly, Regulation is not clear / not the same norm 2.6000 (x) and 0.66953 (SD). Secondly, Organizing shop and the sale is not good / not a system 2.7657 (x) and 0.65826 (SD). Finally, Expensive rent 2.8800 (x) and 0.92376 (SD) respondents perceptively.

**Correlations**

		Regulation is not clear / not the same norm	Organizing shop and the sale is not good / not a system.	Expensive rent
Regulation is not clear / not the same norm	Pearson Correlation	1	.842**	.814**
	Sig. (1-tailed)		.000	.000
	N	175	175	175
Organizing shop and the sale is not good / not a system.	Pearson Correlation	.842**	1	.832**
	Sig. (1-tailed)	.000		.000
	N	175	175	175
Expensive rent	Pearson Correlation	.814**	.832**	1
	Sig. (1-tailed)	.000	.000	
	N	175	175	175

\*\* Correlation is significant at the 0.01 level (1-tailed).

The Pearson's correlation analysis showed that traders selling clothes in Rong Kluea market was concerning with customer expectation. Therefore those are following that regulation is not clear / not the same norm that was ( $r=1, p<.000$ ). Organizing shop and the sale is not good / not a system that was ( $r=.842^{**}, p<000$ ). Expensive rent that was ( $r=.814^{**}, p<000$ ). Those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Klurea market.

**Table 31: Descriptive Statistics & Correlations of Cleanliness and waste disposal**

Descriptive Statistics			
	Mean	Std. Deviation	N
No trash / insufficient	2.3943	.92784	175
There is no sanitary waste disposal facility	2.4800	.76444	175
Tourists are not throw the waste in the waste bins/ do not help keep the market clean.	2.2743	.97919	175

The table 30 of descriptive statistics shows that it is sample size of 175 respondents answer in utilities group. Firstly, no trash / insufficient that was 2.3943(x) and 0.92784(SD). Secondly, there is no sanitary waste disposal facility that was 2.4800(x) and 0.76444(SD). Finally, tourists are not throw the waste in the waste bins/ do not help keep the market clean that was 2.2743(x) and 0.97919(SD) respondents perceptively.



### Correlations

		No trash / insufficient	There is no sanitary waste disposal facility	Tourists are not throw the waste in the waste bins/ do not help keep the market clean.
No trash / insufficient	Pearson Correlation	1	.850**	.937**
	Sig. (1-tailed)		.000	.000
	N	175	175	175
There is no sanitary waste disposal facility	Pearson Correlation	.850**	1	.806**
	Sig. (1-tailed)	.000		.000
	N	175	175	175
Tourists are not throw the waste in the waste bins/ do not help keep the market clean.	Pearson Correlation	.937**	.806**	1
	Sig. (1-tailed)	.000	.000	
	N	175	175	175

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The Pearson's correlation analysis showed that traders selling clothes in Rong Kluea market was concerning with customer expectation. Therefore those are following that no trash / insufficient that was ( $r=1$ ,  $p<.000$ ). There is no sanitary waste disposal facility that was ( $r=.850^{**}$ ,  $p<.000$ ). Tourists are not throw the waste in the waste bins/ do not help keep the market clean that was ( $r=.937^{**}$ ,  $p<.000$ ). Those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Klurea market.

**Table 32: Descriptive Statistics & Correlations of Security and facilities for tourists**

**Descriptive Statistics**

	Mean	Std. Deviation	N
The car park of tourists is not safe enough	2.6114	.72547	175
Lack of safety of tourists from government agencies	2.4514	.82816	175
Clean toilets that do not provide tourist services	2.6057	.74969	175

Depend on table of descriptive statistics indicated that it is sample size of 175 respondents answer in utilities group. Firstly, the car park of tourists is not safe enough that was 2.6114(x) and 0.72547(SD). Secondly, lack of safety of tourists from government agencies that was 2.4514(x) and 0.82816(SD). Finally, Clean toilets that do not provide tourist services that was 2.6057(x) and 0.74969(SD) respondents perceptively.

**Correlations**

		The car park of tourists is not safe enough	Lack of safety of tourists from government agencies	Clean toilets that do not provide tourist services
The car park of tourists is not safe enough	Pearson Correlation	1	.896**	.985**
	Sig. (1-tailed)		.000	.000
	N	175	175	175
Lack of safety of tourists from government agencies	Pearson Correlation	.896**	1	.899**
	Sig. (1-tailed)	.000		.000

	N	175	175	175
Clean toilets that do not provide tourist services	Pearson Correlation	.985**	.899**	1
	Sig. (1-tailed)	.000	.000	
	N	175	175	175

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The Pearson's correlation analysis showed that traders selling clothes in Rong Kluea market was concerning with customer expectation. Therefore those are following that the car park of tourists is not safe enough that was ( $r=1$ ,  $p<.000$ ). There is lack of safety of tourists from government agencies that was ( $r=.896^{**}$ ,  $p<000$ ). Clean toilets that do not provide tourist services that was ( $r=.985^{**}$ ,  $p<000$ ). Those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Klurea market.

**Table 33: Descriptive Statistics & Correlations of Care and support from government agencies**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Lack of knowledge about safe food	2.6743	.69660	175
Lack of knowledge in service provision	2.5429	.84223	175
Food safety is not always good	2.6057	.74969	175
Not certified safe food	2.5943	.79580	175

According to table of descriptive statistics shows that it is sample size of 175 respondents answer in utilities group. Firstly, lack of knowledge about safe food that was 2.6743(x) and 0.69660(SD). Secondly, lack of knowledge in service provision that was 2.5429(x) and 0.84223(SD). Thirdly, food safety is not always good that was 2.6057(x) and 0.74969(SD). Finally, not certified safe food that was 2.5943(x) and 0.79580(SD) respondents perceptively.

### Correlations

		Lack of knowledge about safe food	Lack of knowledge in service provision	Food safety is not always good	Not certified safe food
Lack of knowledge about safe food	Pearson Correlation	1	.871**	.930**	.921**
	Sig. (1-tailed)		.000	.000	.000
	N	175	175	175	175
Lack of knowledge in service provision	Pearson Correlation	.871**	1	.923**	.939**
	Sig. (1-tailed)	.000		.000	.000
	N	175	175	175	175
Food safety is not always good	Pearson Correlation	.930**	.923**	1	.944**
	Sig. (1-tailed)	.000	.000		.000
	N	175	175	175	175
Not certified safe food	Pearson Correlation	.921**	.939**	.944**	1
	Sig. (1-tailed)	.000	.000	.000	
	N	175	175	175	175

\*\* . Correlation is significant at the 0.01 level (1-tailed).

The Pearson's correlation analysis showed that traders selling clothes in Rong Kluea market was concerning with customer expectation. Therefore those are following that lack of knowledge about safe food that was ( $r=1$ ,  $p<.000$ ). There is lack of knowledge in service provision that was ( $r=.871^{**}$ ,  $p<.000$ ). Food safety is not always good that was ( $r=.930^{**}$ ,  $p<.000$ ). Not certified safe food that was ( $r=.921^{**}$ ,  $p<.000$ ). Those were positively correlated

with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Klurea market.

**Table 34: Descriptive Statistics & Correlations of Public relations and promotion activities**

**Descriptive Statistics**

	Mean	Std. Deviation	N
Lack of public relations such as radio, television, websites, magazines, etc.	2.4571	.88223	175
The promotion of tourism activities is not always	2.5943	.69561	175

Depend on the table 33 of descriptive statistics shows that it is sample size of 175 respondents answer in utilities group. Firstly, lack of public relations such as radio, television, websites, magazines, etc. that was 2.4571(x) and 0.88223(SD). Finally, the promotion of tourism activities is not always that was 2.5943(x) and 0.69561(SD) respondents perceptively.

**Correlations**

		Lack of public relations such as radio, television, websites, magazines, etc.	The promotion of tourism activities is not always
Lack of public relations such as radio, television, websites, magazines, etc.	Pearson Correlation	1	.885**
	Sig. (1-tailed)		.000
	N	175	175
The promotion of tourism activities is not always	Pearson Correlation	.885**	1
	Sig. (1-tailed)	.000	
	N	175	175

\*\* . Correlation is significant at the 0.01 level (1-tailed).

According to table 33, the Pearson's correlation analysis showed that traders selling clothes in Rong Kluea market was concerning with customer expectation. Therefore those are following that lack of public relations such as radio, television, websites, magazines, etc that was ( $r=1$ ,  $p<.000$ ). There is the promotion of tourism activities is not always that was ( $r=.885^{**}$ ,  $p<.000$ ). Those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Kluea market.

### 4.3 Hypothesis Testing

H1: There is relationship between Utilities and Import, Export clothe product (legal) at Rong Kluea Market.

"What do think about utilities in Rong Kluea Market? Show that the significant level is smaller than confident level of 0.01.

H2: There is relationship between Regulatory and management and Political situation of both countries.

"What do you think about regulatory and management in Rong Kluea Market? Describe that it is smaller than the significant level of 0.01 depend on calculation.

H3: There is relationship between Cleanliness and waste disposal and Culture, tradition, language and believe.

"What do you think about cleanliness and waste disposal in Rong Kluea Market? Analyze that there is positively relationship.

H4: There is relationship between Security and facilities for tourists and Economic situation of both countries.

"What do you think about Security and facilities for tourists in Rong Kluea Market? Mention that the signification 0.01 level (1-tailed).

H5: There is relationship between Care and support from government agencies and Economic situation of both countries.

"What do you think about Care and support from government agencies in Rong Kluea Market? Show that those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed. It means that traders are satisfied with selling clothes in Rong Kluea market.

H6: There is relationship between Public relations and promotion activities and Political situation of both countries.

"What do you think about Care and support from government agencies in Rong Kluea Market? Those were positively correlated with traders selling in clothing market, Rong Kluea market at signification at the 0.01 level of 1-tailed.



## CHAPTER 5

### Conclusion and Recommendation

#### 5.1 Conclusion

A study of factors relating to Thailand-Cambodia cross-border clothing trade between Aranyaprathet and Poipet, Aranyaprathet district, Sa Kaeo province. The purpose of this research is to study about factors effecting to cross border trade and study about the opinion in development of trade along Thai-Cambodia border in Aranyaprathet district, Sa Kaeo province. The sample of using in research of the traders in Rong Klure market, Aranyaprathet district, Sa Kaeo province 175 of respondents. The equipment for using in this research is questionnaire and analyze data by using SPSS programme. Using the statistic as: Frequency, Percentage, Arithmetic Mean: X and Standard Deviation: S.D and show the information in composition.

##### 5.1.1 General information of the respondents

The results showed that most respondents were female. Age between 31-40 years old, marital status, high school education. There are residence in the border area, have a major business / personal business. Most respondents had average monthly income of between 9,001 - 11,000 Baht

##### 5.1.2 Information about business operation

The study found that the majority of respondents have a commercial character as a retailer. The reason for doing business in Rong Kluea market because it is near the accommodation. The respondents were mostly Thais. The money used to exchange goods is the Thai baht.

##### 5.1.3 Problems and additional needs

Utilities, mostly, there are major problems is electricity is insufficient, inconvenient, insecure, expensive and no passage or insufficient. Disorganized, there are also problems is water supply is not enough, not clean and expensive.

Regulatory and management issues continue to be a problem of regulation and management and expensive to rent, followed by organizing the store and the sale is not good, not the system and the rules are not clear, it is not the same norm.



The cleanliness and the rubbish disposal are important to tourists who do not have the garbage. It does not help keep the market clean, but there is no place to clean rubbish and there is not enough trash.

Safety and convenience, there are still problems. The parking of tourists is not sufficiently safe, followed by the lack of safety of tourists from government agencies. There is not enough clean water for tourists.

Care and support from government agencies. In this study, it was found that the informants needed care in the care and assistance of the government agencies, followed by the lack of knowledge about the services and the lack of food safety certification, and food safety is not always.

Public relations and promotion activities. Tourism promotion should not always be followed by the lack of public relations such as radio, television, websites, magazines, etc.

#### **5.1.4 Border Trade Promotion: Government role**

1. Should organize and travel to Cambodia passing the visa to be completed or boarding pass.
2. It should be strict in importing goods, to prevent illegal smuggling, provide information to the operator.
4. Focus on the work process to tighten and fast.
5. Coordinate work between the public and private sectors.
6. The use of high technology enables trade and investment to be effective.
7. Develop a variety of trade to compete with other countries.
8. Focus on the benefits of countries that are similar in culture, tradition, religion to trade cooperation.
9. Coordinate policies between investment and trade.
10. The development of the language to be equal.
11. Preparing the reserve because of the opening of the ASEAN Community, there is a tendency for higher exchange rates.

### **5.1.5 Border Trade Promotion: Private role**

1. Focus on a wide range of products and services.
2. Create a friendly atmosphere between entrepreneurs and customers.
3. Create an impressive service.
4. Offer new products.
5. Build confidence for customers.
6. Language development makes trade easier.

### **5.1.6 Suggestions for the next study**

1. Study on satisfaction and problems of consumers in making the decision to buy trading center at Rong Kluea market. This is a guideline to develop and improve the service to be more effective.
2. After the opening of free trade, how should the state take measures to support the area or trade area?
3. Should trade and investment roles be influenced by trade and investment?
4. Study the particular detail of factors effecting to cross-border trade between Aranyaprathet and Piopet.
5. Study the problems and barriers of the border trade in Aranprathet or Piopet that have the structure of trade similarity for bring the information to develop and improve the border trade for more progressive.

## APPENDIX 1

### QUESTIONNAIRES

#### Part-1

##### 3.1 Demographic

1) **Gender**

Male

Female

2) **Age**

20-30

31-40

41-50

3) **Marital status**

Single

Married

Widowed

Divorced

4) **Education**

Primary school

Secondary school

High school

#### Part-2

5) **Address**

In the border area

Outside the border area

6) **Main job**

Retail / Personal business

Contractors

7) **Estimate income**

3,000 - 5,000 Baht

5,001 - 7,000 Baht

7,001 - 9,000 Baht

9,001 - 11,000 Baht

More than 11001 Baht

**8) Trade**

Retailer

Wholesale store

Middleman

Distributors

Contractors

**9) The reason for doing business in the Rong Kluer market**

Near the house

I do not know what/ where to do business

I think I can make money

**10) Currency Exchange**

Thai money

Cambodia money

**Part-3**

**3.1.1 More problems and additional needs**

Please use Ü to answer the following questions

<b>More problems and needs</b>	<b>Strongly satisfied</b>	<b>Satisfied</b>	<b>Moderate</b>	<b>Dissatisfied</b>	<b>Strongly dissatisfied</b>
<b>Utilities</b>					
1. Inadequate electricity / inconvenient / unsafe / expensive					
2. No tap water / insufficient / not clean / expensive					
3. No pathway / insufficient / disordered					

<b>Regulatory and management</b>					
1. Regulation is not clear / not the same norm					
2. Organizing shop and the sale is not good / not a system.					
3. Expensive rent					
<b>Cleanliness and waste disposal</b>					
1. No trash / insufficient					
2. There is no sanitary waste disposal facility					
3. Tourists are not throw the waste in the waste bins/ do not help keep the market clean.					
<b>Security and facilities for tourists</b>					
1. The car park of tourists is not safe enough					
2. lack of safety of tourists from government agencies					
3. Clean toilets that do not provide tourist services					
<b>Care and support from government agencies</b>					
1. lack of knowledge about safe food					
2. lack of knowledge in service provision					
3. Food safety is not always good					
4. Not certified safe food					
<b>Public relations and promotion activities</b>					
1. Lack of public relations such as radio, television, websites, magazines, etc.					
2. The promotion of tourism activities is not always					

**3.1.2** Do you have any other comments, questions, or concerns?



## APPENDIX 2

### Pictures of Rong Kluea Market

Picture 1



The gate go inside the Rong Kluea Market

Picture 2





**Picture 3**



The road inside Rong Kluea Maket

**Picture 4**



Clothes shop in Rong Kluea Market



**Picture 5**



New clothes and second-hand clothes

**Poipet Border Pictures**

**Picture 6**



**Picture 7**



Casino in Poipet

**Picture 8**



Casino in Poipet



## Pictures of Check point building of Thailand and Cambodia

Picture 9



Check point building Thailand side

Picture 10



Check piont building Cambodia side under constrution 2018

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