

## REFERENCE

1. Amorntheerakul Kanya. (1999). *Summary of Distance, Time, and Transportation cost through Mekong River between Thailand and China*. Thai Commercial Section, Kunming City.
2. Ananchaipatana, S. Manager, T.P.F. Intertrade Co., Ltd. Interview. 3 July 1999.
3. Asian Development Bank. *Economic Cooperation in the Greater Mekong Subregion: An Overview*. Manila, 1999.
4. Baye, R. M. *Managerial Economics and Business Strategy*. 2<sup>nd</sup> ed. Irwin, Chicago, 1997.
5. Buccola, S.; and Iizuka, Y. 1997. Hedonic Cost Models and the Pricing of Milk Components. *American Journal of Agricultural Economics*. 79: 452-462.
6. Cai, C. Sales Manager, East Bus Station Fruit Wholesale Market. Interview. 3 July 1999.
7. Cai, G. Fruit Seller, Long Xiang Street Fruit Store. Interview. 7 July 1999.
8. Chen, H. Fruit Seller, Lian Hua Pool. Interview. 6 July 1999.
9. Chiang Mai University and Chulalongkorn University Social Research Institute. (1995). *Agricultural Employment Creation and the Improvement Quality of Agricultural Commodities for Increasing Income and Export Earning (Northern Region) Volume I: Executive Summary*. Bangkok.
10. Cooper, J.; and Osborn, T. 1998. The Effect of Rental Rates on the Extension of Conservation Reserve Program Contracts. *American Journal of Agricultural Economics*. (80:2) 184-194.
11. Das, L. B. *The World Trade Organization: A Guide to the Framework for International Trade*. Zed Book Ltd., 1999.

12. David, P. "An Analysis of Consumers' Valuation of Food Characteristics for Breakfast Cereals in the United States (Consumers' Valuation)". Dissertation, Agricultural Economics, Washington State University, 1992.
13. Department of Export Promotion. 1998. "Border Trade Between Thailand and Yunnan Province". Chiang Mai.
14. Ethridge, D. E.; and Davis, B. 1982. Hedonic Price Estimation for Commodities: An Application to Cotton. *Western Journal of Agricultural Economics*. 7(2): 293-300.
15. Fang, L. Salesperson, Kunming Department Store. Interview. 1 July 1999.
16. Fang, W. Fruit Seller, Huang Cheng West Rd. Fresh Market. Interview. 6 July 1999.
17. FAO (1993). *Production Year Book*.
18. Frank, S. Assistant Buyer, Kunming PriceSmart Commercial Co., Ltd. Interview. 2 July 1999.
19. Frederick, C. (1994). Seeds of Change. *China Business Review*, 21: 20-24.
20. Gan, W. Fruit Seller, Jiangang Block. Interview. 7 July 1999.
21. Geng, C. 1997. The Difference Faces of the Chinese Consumers. *China Business Review*, 24: 34-38.
22. Gerdtham, G.; and Johannesson, M. 1997. The Relationship Between Happiness, Health and Socio-Economic Factors: Results Based on Swedish Micro Data. Working Paper, Department of Economics, Stockholm School of Economics, Stockholm, Sweden.
23. Guangzhi, Z. "The Changing Peripheries in China: A Case Study of the Political and Economic Impacts of the Development of Border Trade in

- Yunnan Province (Trade)". Dissertation. Political Science, General, Northern Illinois University, 1997.
24. Han T.; Gail L. C.; T. I. Wahl, "Rural Household Food Consumption in China: Evidence from the Rural Household Survey". For presentation at the 1997 WAEA. New York. 13-16 July, 1997.
  25. Henderson, M. J. and Quandt, E. R. *Microeconomic Theory: A Mathematical Approach*. 3<sup>rd</sup> ed. Singapore. McGraw-Hill, Inc., 1980.
  26. Huxley, A. *Dictionary of Gardening*. The MacMillan Press Ltd., London, 1992.
  27. Hyslop, J. D. 1970. Price-Quality Relationship in Spring Wheat. *Technical Bulletin 267*. Agricultural Experiment Station, University of Minnesota, St. Paul, Minnesota.
  28. Intusorn, P. "Mango Production and Selling by Ratchaburi Mango Production and Export Farmer's Association in Changwat Ratchaburi". M.S. Thesis, Kasetsart University, 1993.
  29. Jian, T. Supermarket Department Manager, Golden Dragon Department Store Co., Ltd. Interview. 1 July 1999.
  30. Jongpin, L. Fruit Seller, Xingwen Rd. Fresh Market. Interview. 5 July 1999.
  31. Jun, W. Fruit Seller, North Bus Station Fresh Market. Interview. 5 July 1999.
  32. Ke, Z. Fruit Seller, Xing Yin North Block Fresh Market. Interview. 6 July 1999.
  33. Koo, W.W.; Lou J.; Johnson G. R. (1996). *Increase in Demand for Food in China and Implications for World Agricultural Trade*. Working paper, Department of Agricultural Economics, North Dakota State University.
  34. Kotler, P. *Marketing Management: Analysis, Planning, Implementation and Control*. 9<sup>th</sup> ed. New Jersey. Prentice Hall International, Inc., 1997.

35. Krugman R. P.; and M. Obstfeld. *International Economics: Theory and Policy*, 3<sup>rd</sup> ed. New York. Harper Collins, 1994.
36. Kun, Z. Fruit Seller, Ma Street West Suburb. Interview. 6 July 1999.
37. Ladd G. G.; and Martin, M. B. 1976. Prices and Demands for Input Characteristics. *American Journal of Agricultural Economics*. 58 (1): 21-30.
38. Ladd, G.G.; and Verophol, S. 1982. A Model of Consumer Goods Characteristics. *American Journal of Agricultural Economics*. 58 (3): 504-510.
39. Ladd, W. G.; and Suvannunt, V. 1976. A Model of Consumer Goods Characteristics. *American Journal of Agricultural Economics*. 58: 504-510.
40. Laurence, J. B. *China as No.1: The new superpower takes center stage*. Butterworth-Heinemann Asia publication Ltd., 1996. 177pp
41. Lei, A. Fruit Seller, Zong Shuying Fresh Market. Interview. 6 July 1999.
42. Lei, Y. Fruit Seller, Yu chai he Fresh Market. Interview. 7 July 1999.
43. Li, S. Fruit Seller, West Station Fresh Market. Interview. 5 July 1999.
44. Lin, B.H.; and Mori, H. 1991. Implicit Values of Beef Carcass Characteristics in Japan: Implications for the U.S. Beef Export Industry. *Agribusiness*. 7(2): 101-114.
45. Clark, A. M. (1995). Nontraditional Export Promotion in Costa Rica: Sustaining Export-led Growth. *J. of International Studies and World Affairs*. 37(2) 181-212.
46. Matt, F. (1997). Yunnan Rising. *Far Easetern Economic Review*. 160, 54-57.
47. Meadsavapanmonkol, P. General Manager, Yunnan Banna Chia Tai Bio-Development Co., Ltd. Interview. 4 July 1999.
48. Mei, L. Fruit Seller, Yu dai ke Fresh Market. Interview. 5 July 1999.

49. Menkaus, D. J.; and Kearl, W.G. 1976. Influence of Breed, Size, Lot Size and Weight on Feeder Cattle Prices. *Journal of Animal Science*. 42(6): 1389-1396.
50. Ming Y. D. 1999. "Import Regulation. Animal and Plant Quarantine". Yunnan Province. P.R. China.
51. Ming, D. Plant Inspection Section Director and Senior Agronomist, Kunming Animal & Plant Quarantine Service, PR. China. Interview. 29 June 1999.
52. Ming, M. Fruit Seller, Wet Garden Fresh Market. Interview. 7 July 1999.
53. Ming, Q. Fruit Seller, South West Tudui Fresh Market. Interview. 6 July 1999.
54. Nan, X. Fruit Seller, Longxiang Street Fruit Store. Interview. 7 July 1999.
55. National Electronics and Computer Center. (1998). *Project for Promoting Agriculture with Neighboring countries*. Bangkok.
56. Office of Agricultural Economics. (1999). *Information for Production and Marketing*. Bangkok.
57. Office of Economic and Social Development Plan. (1998). *Summary of Mango Development Plan, 1997-2001*. Ministry of Agriculture and Cooperatives, Bangkok.
58. Pin, L. Fruit Seller, Dagan Rd. Interview. 7 July 1999.
59. Pin, W. Fruit Seller, Hei Lin Pu Western Suburb. Interview. 5 July 1999.
60. Pindyck, S. R.; and Rubinfeld, L. D. *Microeconomics*. 2<sup>nd</sup> ed. New York: Macmillan, 1989.
61. Polmquist, B. R.; and Munn, A. I. 1999. Modeling Hedonic Price Equations As Stochastic Frontiers. Working paper, Department of Economics, North Carolina States University.

62. Qi, S. Import & Export Department Manager, China Tuhsu Yunnan Tea Import & Export Corp. 30 June 1999.
63. Qiang, Z. Fruit Seller, Xihua Fresh Market. Interview. 7 July 1999.
64. Qin, S. Head Official, Yunnan Provincial Economic & Trade Cooperation With Neighboring Countries Bureau. Interview. 3 July 1999.
65. Qin, Z. Fruit Seller, West Station Fresh Market. Interview. 6 July 1999.
66. Quan, S. Fruit Seller, Fengyu Street Fruit Store. Interview. 6 July 1999.
67. Radanchaless, T.; and Thamdee, S. *Fruit Varieties Traded in Thailand*. Lincon Promotion, 1999. P. 136-137.
68. Sheng, G. Sales Manager, Sakura Shopping Center. Interview. 1 July 1999.
69. Shulin, Z. Fruit Seller, Da Yiyuan Fruit Store. Interview. 6 July 1999.
70. Song, H. Household. 8 July 1999.
71. Sophan, P. "A Feasibility study for Opening a Branch of a Commercial Bank in Kunming, Yunnan Province, People Republic of China". Dissertation, Faculty of Economics, Chiang Mai University, 1998
72. Statistical Office of Yunnan Provicne. (1998). *Yunnan Statistical Year Book*.. Kunming.
73. Tao, C. Fruit Seller, Nan Yao Fresh Market. Interview. 7 July 1999.
74. The Economist Intelligence Unit. *Investment Licensing and Trading in China*. 1999.
75. Timing, G.; Jiangua X.; Shading, L. *Kunming Opening up to Outside World*. The Office of the Leading Group of Opening to the Outside World of the People's Government of Kunming Muinicipality, Kunming, 1999.
76. Ming, Y. T. 1999. "Import Regulations for Fruit". Animal Plant and Quarantine Office, Kunming.

77. Tong Han, Thomas I. Wahl. 1998. China's Rural Household Demand for Fruit and Vegetables. *J.I of Agricultural and Applied Economics*. 30 (7:1): 141-150.
78. Unhawuth, U. *Mango: The Exporting of Nangklangwan to Japan*. Ministry of Agriculture and Cooperatives, Bangkok, 1989.
79. Vjitrtrant, S. *Mango Diseases and Protection Method*. Wontawan Company Ltd., Bangkok, 1998.
80. Wallace, E. N. 1996. Hedonic-Based Price Indexes for Housing: Theory, Estimation, and Index Construction. Working Paper, University of California, CA.
81. Wang, C. Fruit Seller, Xichang Road Fresh Market. Interview. 6 July 1999.
82. Wangnai, V. *Mango*. Bangkok. Srisombat Publishing Ltd., 1986. P. 49-80.
83. Wen, H. Fruit Seller, Yong Tong Road, 7 July 1999.
84. Wilkie, L. W. *Consumer Behavior*. New York. John Wiley & Sons, INC., 1994.
85. Wilkinson E. A. 1945, "The Encyclopedia of Fruits, Berries & Nuts and How to Grow them.", The Blackiston Company, Philadelphia.
86. Wu H. X.; and Findley, C. "China's Grain Demand And Supply: Trade Implications". Working Paper, Chinese Economies Research Center, The University of Adelaide. Australia, 1997.
87. Xin, L. Fruit Seller, Dagan Fruit Store. Interview. 7 July 1999.
88. Ying, H. Fruit Seller, Dangxin Rd. Interview. 7 July 1999.
89. Yong, C. Fruit Seller, West Station Fruit Store. Interview. 7 July 1999.
90. Yongmin, L. Fruit Seller, Yong Chang Fresh Market. Interview. 5 July 1999.
91. Yu, Y. Fruit Seller, Hong lian Fresh Market. Interview. 7 July 1999.
92. Yuan, W. Fruit Seller, Long xing Fruit Store. Interview. 7 July 1999.

93. Yuan, W. Fruit Seller, Yan Jia Di Fresh Market. Interview. 6 July 1999.
94. Yue, L. Fruit Seller, West People Fresh Market. Interview. 5 July 1999.
95. Zhao, L. Fruit Seller, Yong Chang Fresh Market. Interview. 5 July 1999.

มหาวิทยาลัยเชียงใหม่  
Chiang Mai University