

ABSTRACT

This study examines influential factors toward exporter and importer on selecting service from freight forwarder. The study aims to investigate relationship of influential factors whether independent variable, consisted with operation of vehicle, sales & marketing, equipment, price negotiation and information technology, are correlated with dependent variable, usage of freight forwarding service.

This study focuses on qualitative methodology by in-dept interview with groups of participants located around Bangkok area. Groups of participants focused on ten freight forwarders, nine exporters and nine importers.

The result from discussion and managerial implication of freight forwarder, exporter and importer indicates that independent variables consisted with operation of vehicle, sales and marketing, equipment, price negotiation and information technology were correlated with dependent variable for usage of freight forwarding service. Besides, there were others influential factors that influenced exporter and importer on selecting service from freight forwarder. These focuses are inclusive of method of transportation, problems toward usage of freight forwarder and obstacle to use freight forwarder.