



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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The Research Questionnaire

Topic :

Factors influencing foreign tourists' decisions to buy textile products in the Night Bazaar.

This questionnaire is a survey for a master degree student in the faculty of Business Administration of Chiang Mai University.

The information obtained through this questionnaire will be used for educational purposes only. Therefore, please feel free to express your exact feeling. The questioner would like to thank you for your cooperation.

The questionnaire consist of 5 parts

Part 1: Personal Information of the survey markets

Part 2 : Consumer Behavior

Part 3: Marketing factors influencing the purchase of textile products at the Night Bazaar

Part 4: Problems and restrictions

Part 5: Attitudes regarding each textile products



Composed by: Araya Kunasira

Student Number: 4295218

Faculty of Business Administration, Chiang Mai University

Meaning of signals

(✓) mean you can choose one choice only

(✓ ✓) mean you can choose more than one choice

Part 1: Personal Information of the survey targets

1) Gender



2) Age.....year

3) Nationality.....



4) Occupation.....

5) What is your purpose for travelling to Thailand? (✓)

 Vacation Business To purchase products for resell education Travelling Other (Please specify details)_____

6) How did you manage for this trip? (✓)

 Purchasing the package tour in your country Purchasing the package tour in Thailand Arranging the travelling programs by yourself Your friend arrange the travelling programs for you Organization or individual company managed for you Other (Please specify details).....

7) How many times have you been to Thailand? (✓)

 First 2 3 More than 3

8) How long will you stay in Thailand? (Days)

.....

9) How much have you budget for purchasing textile items.(excluding

food/lodging)? (1\$ US is equal to 40 Bahts) (✓)

 Less than 50 \$US 51-100 \$US More than 100 \$US

Part 2: Consumer behavior

1) Where did you hear about the Night Bazaar? (✓ ✓)

- | | |
|--|---|
| <input type="checkbox"/> Television Programs or Radios | <input type="checkbox"/> Internet |
| <input type="checkbox"/> Thai Embassy | <input type="checkbox"/> Friends |
| <input type="checkbox"/> Travel Books or Magazines | <input type="checkbox"/> Used to travel in Thailand before |
| <input type="checkbox"/> Electronic travel information booth | <input type="checkbox"/> Never heard before |
| <input type="checkbox"/> Travel Agency | <input type="checkbox"/> Other (please specify details) _____ |

2) What kind of textile products you would buy at Night Bazaar? (✓ ✓)

- | | |
|---|---|
| <input type="checkbox"/> Shirts and suits | <input type="checkbox"/> Trousers and skirts |
| <input type="checkbox"/> Pillow cases | <input type="checkbox"/> neckties and scarves |

3) If you buy some textile products at the Night Bazaar as a present, who do you buy for? (✓ ✓)

- | | | | |
|---|--|---------------------------------------|--------------------------------------|
| <input type="checkbox"/> Yourself | <input type="checkbox"/> your parents | <input type="checkbox"/> your lover | <input type="checkbox"/> Your spouse |
| <input type="checkbox"/> Your children | <input type="checkbox"/> your relative | <input type="checkbox"/> your friends | <input type="checkbox"/> Your boss |
| <input type="checkbox"/> Other (please specify details) _____ | | | |

4) What sort of price forms for textile products do you like most? (✓)

- | | |
|--|---|
| <input type="checkbox"/> No fixed prices, negotiable | <input type="checkbox"/> whole shop where all the prices are the same |
| <input type="checkbox"/> On-sale price in the basket | <input type="checkbox"/> Need good quality, price does not matter |
| <input type="checkbox"/> Others (please specify) _____ | |



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5) When you visit the night bazaar, What sort of textile products would you like to buy? (✓ ✓)

- Local hand-made products trendy products
 Everyday-used products no fixed style
 Asian style products No idea
 Others (please specify) _____

6) Which part of the Night Bazaar would you expect to visit? (✓ ✓)

- Main building of Night Bazaar Small shops along the foot path
 Shops with well decorative and airconditioner nearby the road
 All
 Do Not know
 Other (please specify details) _____

7) What sort of textile shop display style do you like most? (✓)

- Textiles on hangers Textiles folded on shelves
 Choosing from a catalogue Textiles placed in baskets
 Other (please specify details) _____

8) What sort of packaging would you like? (✓)

- I do not care Local THAI culture paper and design packaging
 Gifts packaging plastic bag
 Paper box
 other (please specify details) _____

9) By what means will you send back your product? (✓ ✓)

- By yourself by post By friends
 By international transporter (Fed-ex, UPS...)
 By local transporter (cheaper)
 other (please specify details) _____

PART 4: Problems and restrictions (✓ ✓)
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- Do not know what type of products are available in shops
- Delivery problem
- Language problem
- Pricing problem
- Shop space problem
- Ventilation problem
- Salespreson's bad manner problem
- Can not try the product
- Do not have appropriate size
- Too many people (crowded)
- Others (please specify) _____

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Part 5 : Attitudes regarding each textile products

A. Shirts and Suits

1) Please specify the product that you want to buy most. (✓ ✓)

- | | | |
|---|------------------------------------|----------------------------------|
| <input type="checkbox"/> Trendy fashion clothes | <input type="checkbox"/> T-shirts | <input type="checkbox"/> Suits |
| <input type="checkbox"/> casual wears | <input type="checkbox"/> Overcoats | <input type="checkbox"/> pajamas |
| <input type="checkbox"/> night dresses | <input type="checkbox"/> Uniforms | |
| <input type="checkbox"/> other (Please specify details) _____ | | |

2) Please specify the colors that are suitable for you and your selection.

(No more than 2 colors)

*Please choose from the attached color palette

1/..... 2/.....

3) Please specify the decorative pattern designs that are suitable for your selection?

(✓ ✓)

- | | |
|---|--|
| <input type="checkbox"/> No pattern | <input type="checkbox"/> Thailand local patterns |
| <input type="checkbox"/> flowers patterns | <input type="checkbox"/> Indian patterns |
| <input type="checkbox"/> Chinese patterns | <input type="checkbox"/> trendy patterns in your country |
| <input type="checkbox"/> trendy patterns in Europe or USA. | |
| <input type="checkbox"/> Other (Please specify details) _____ | |

4) Please specify the types of fabric that you expected to buy. (✓)

- | | | | |
|---|---|--------------------------------|-------------------------------|
| <input type="checkbox"/> Cotton | <input type="checkbox"/> silk | <input type="checkbox"/> linen | <input type="checkbox"/> wool |
| <input type="checkbox"/> synthetic fibers | <input type="checkbox"/> partly synthetic / partly natural fibers | | |
| <input type="checkbox"/> other (Please specify details) _____ | | | |

5) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40

Baht)

_____ <\$5 _____ \$5-10 _____ \$11-30 _____ >\$30 _____ No limit



B. Trousers and skirts

1) Please specify the product that you want to buy most. (✓ ✓)

- Formal trousers casual trousers
 Trendy fashionable trousers underwears
 Long skirts short skirts
 Other (Please specify details) _____

2) Please specify the colors that are suitable for you and your selection.

(No more than 2 colors)

*Please choose from the attached color palette

1/..... 2/.....

3) Please specify the decorative pattern designs that are suitable for your selection?

(✓ ✓)

- No pattern Thailand local patterns
 flowers patterns Indian patterns
 Chinese patterns trendy patterns in your country
 trendy patterns in Europe or USA.
 Other (Please specify details) _____

4) Please specify the types of fabric that you expected to buy. (✓)

- Cotton silk linen wool
 synthetic fibers partly synthetic / partly natural fibers
 other (Please specify details) _____

5) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40

Baht)

_____ <\$5 _____ \$5-10 _____ \$11-30 _____ >\$30 _____ No limit



C. Pillow Cases

1) Please specify the product that you want to buy most. (✓ ✓)

- Pillows side pillows cushion for back-rest
 Cushion decorative pillows
 Other (Please specify details) _____

2) Please specify the colors that are suitable for your selection.

(No more than 2 colors)

*Please choose from the attached color palette

1/..... 2/.....

3) Please specify the decorative pattern designs that are suitable for your selection? (✓ ✓)

- No pattern Thailand local patterns
 flowers patterns Indian patterns
 Chinese patterns trendy patterns in your country
 trendy patterns in Europe or USA.
 Other (Please specify details) _____

4) Please specify the types of fabric that you expected to buy. (✓)

- Cotton silk linen wool
 synthetic fibers partly synthetic / partly natural fibers
 other (Please specify details) _____

5) How much would you intend to pay for each piece? (✓)(1\$ US is equal to 40

Baht)

_____ <\$5 _____ \$5-10 _____ \$11-30 _____ >\$30 _____ No limit

D. Scarves and neckties

1) Please specify the product that you want to buy most. (✓ ✓)

- scarves

 Shawls
 triangle cloths for hair cover

 Neckties
 Other (Please specify details) _____

2) Please specify the colors that are suitable for you and your selection.

(No more than 2 colors)

*Please choose from the attached color palette

1/..... 2/.....

3) Please specify the decorative pattern designs that are suitable for your selection? (✓ ✓)

- No pattern

 Thailand local patterns
 flowers patterns

 Indian patterns
 Chinese patterns

 art patterns
 trendy patterns in your country

 trendy patterns in Europe or USA.
 Other (Please specify details) _____

4) Please specify the types of fabric that you expected to buy. (✓)

- Cotton

 silk

 linen

 wool
 synthetic fibers

 partly synthetic / partly natural fibers
 other (Please specify details) _____

5) How much would you intend to pay for each piece? (✓) (1\$ US is equal to

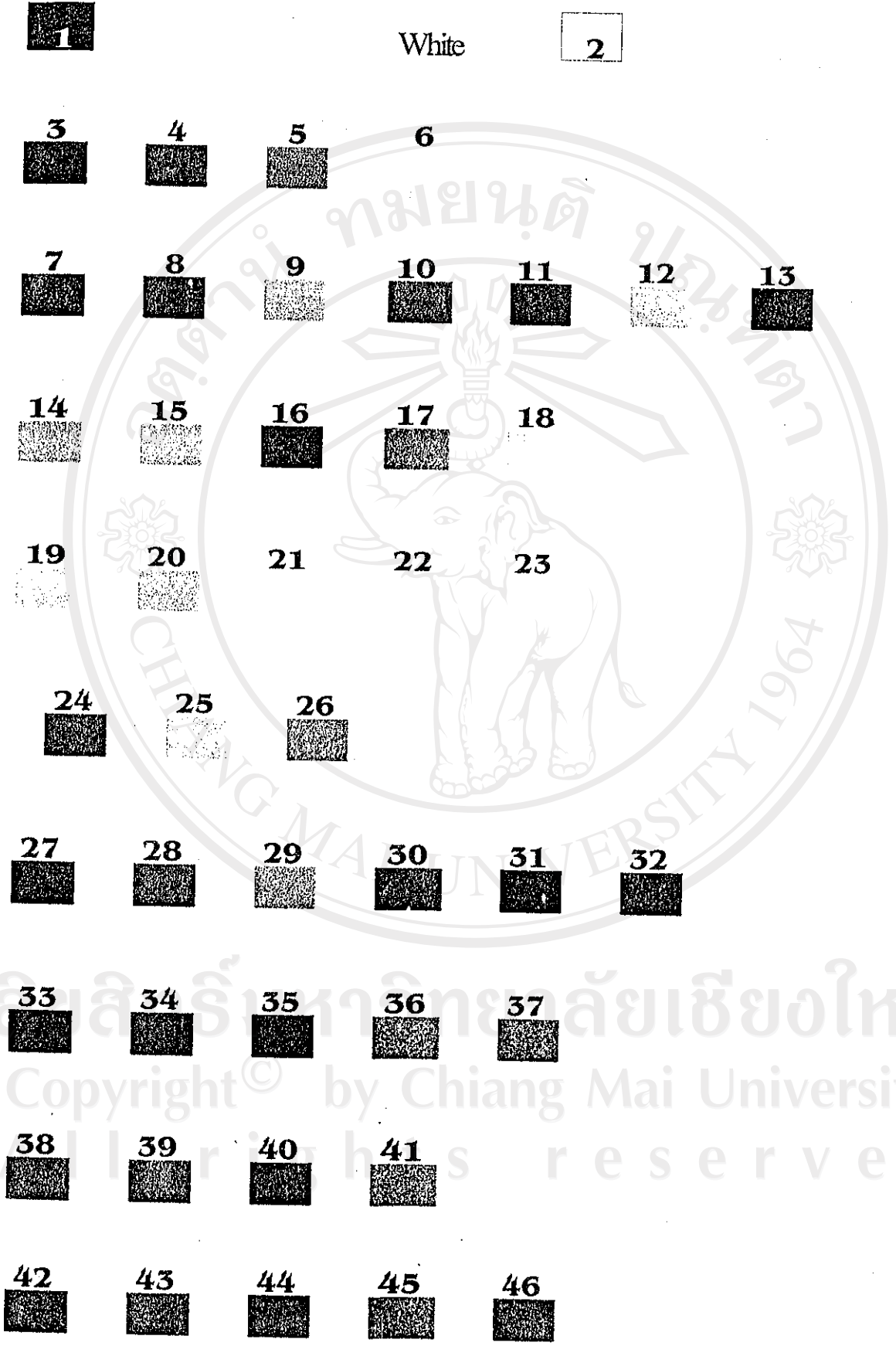
40 Baht)

_____ <\$5 _____ \$5-10 _____ \$11-30 _____ >\$30 _____ No limit



COLOURPALETTE

Black
Grey
Blue
Green
Yellow
Orange
Brown
Red
Pink
Purple



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ประวัติผู้เขียน

- ชื่อ นาย อารยะ คุณาศิระ
- วัน เดือน ปีเกิด 13 มิถุนายน 2515
- ประวัติการศึกษา ชั้นมัธยมศึกษาปีที่ 6 โรงเรียนมงฟอร์ต วิทยาลัย พ.ศ. 2532
ปริญญาตรีวิศวกรรมศาสตรบัณฑิต สาขาโยธา มหาวิทยาลัยเชียงใหม่
- ประวัติการทำงาน พ.ศ. 2537 ห้างหุ้นส่วนจำกัด อินทรชัยเอ็นจิเนียริง
พ.ศ. 2540- ปัจจุบัน ธุรกิจส่วนตัว ผลิตและจำหน่ายเสื้อผ้าสำเร็จรูป

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