



ภาคผนวก

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright © by Chiang Mai University

All rights reserved

Questionnaire

**Foreign Tourists' Buying Behavior Towards Handicraft Products
at the Night Bazaar, Chiang Mai Province**

Direction

1. The objective of this survey is to study Foreign Tourists' Buying Behavior Towards Handicraft Products at the Night Bazaar, Chiang Mai Province in order to be composed the study; independent research of an MBA Student, Chiang Mai University.
2. This Questionnaire has four parts.
 - Part 1 General information.
 - Part 2 Foreign Tourists' Buying Behavior Towards Handicraft Products at the Night Bazaar, Chiang Mai Province.
 - Part 3 Factors affected to the Tourists' Buying Behavior Towards Handicraft Products at the Night Bazaar, Chiang Mai Province.
 - Part 4 Comments and Suggestions (additional)

Parwut Boonplien

Graduate student

Faculty of Business Administration ,

Chiang Mai University.

Questionnaire

Foreign Tourists’ Buying Behavior Towards Handicraft Products
at the Night Bazaar, Chiang Mai Province

Direction : Please check into in the blank.

Part 1: The general information.

1. Sex : 1 Male 2 Female

2. Age :

3. Marital Status : 1 Single 2 Married

3 Others (please specify).....

4. Education : 1 Less than Bachelor 2 Bachelor

3 Master 4 Others (please specify).....

5. Occupation : 1 Government officer 2 Company employee

3 Business owner 4 Student

4 Others (Please name.).....

6. Monthly income : 1 Less than US\$1000 2 US\$1,001-2,000

3 US\$2,001-3,000 4 More than US\$3,000

7. Which country do you originally come from

8. How many times have you ever been to Chiang Mai ?

1 First time 2 Second time

3 Third time 4 More than three times

9. How long have you been in Chiang Mai for this trip?

1 Less than 1 week 2 1 weeks

3 2 weeks 4 3 weeks

5 4 weeks 6 More than 4 weeks

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

Copyright © by Chiang Mai University

All rights reserved

10. Have you ever visited to Chiang Mai Night Bazaar before?

1 Yes

2 No

11. What kind of your accommodation in Chiang Mai?

1 Hotel

2 Guest House

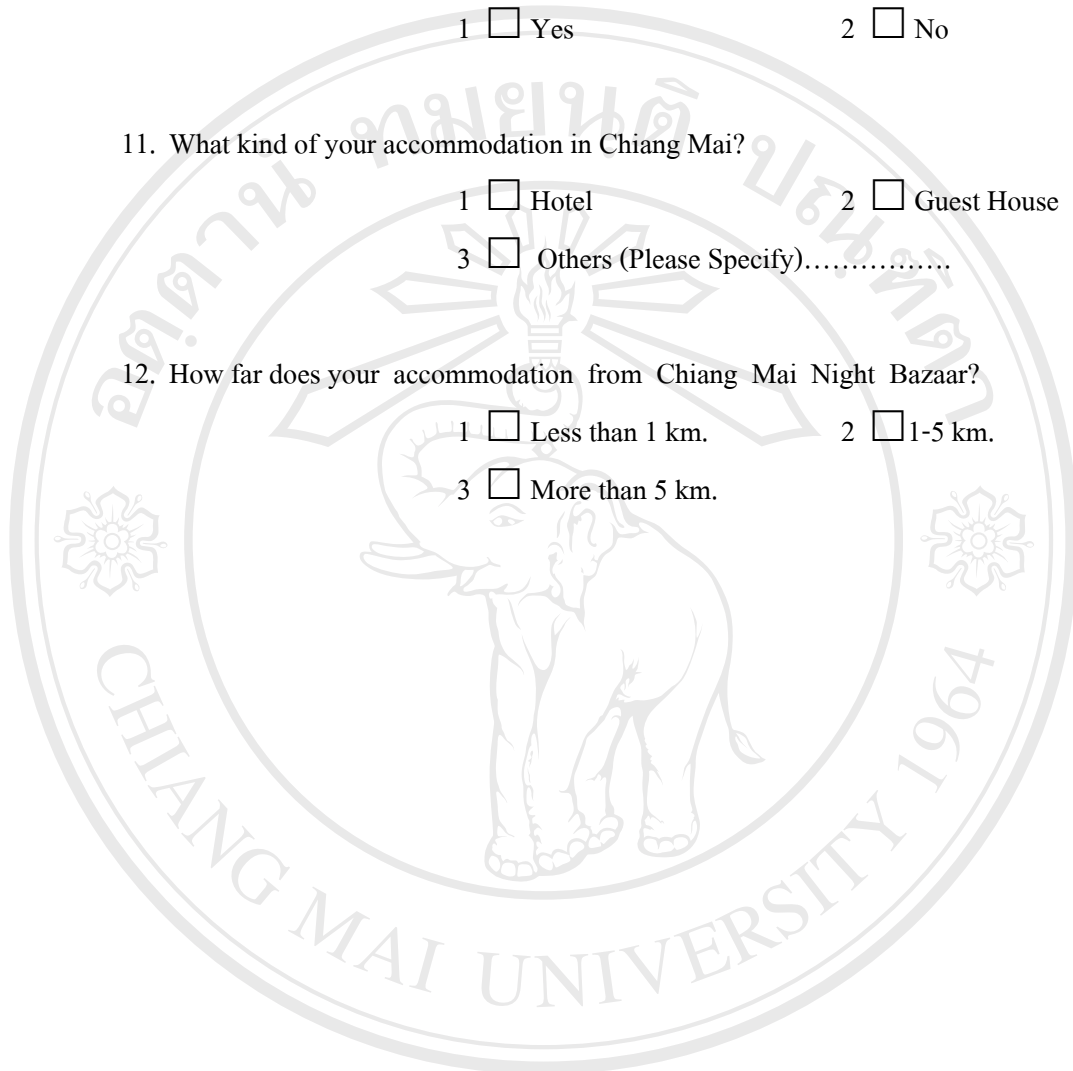
3 Others (Please Specify).....

12. How far does your accommodation from Chiang Mai Night Bazaar?

1 Less than 1 km.

2 1-5 km.

3 More than 5 km.



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright © by Chiang Mai University
All rights reserved

Direction : Please check into and / or fill in the blank.

Part 2 Foreign Tourists' Buying Behavior Towards Handicraft Products at the Night Bazaar, Chiang Mai Province.

13. How do you know about Thai's handicraft products? (Can check more than 1 type.)

- 1 Leaflet /folder 2 Radio 3 Billboard
 4 Newspapers 5 Internet 6 Word of mouth

14. How do you come to the Night Bazaar ?

- 1 On foot 2 With group tour
 3 By red taxi 4 By Tuk Tuk
 5 Rent a car 6 Others (please specify).....

15. What is your purpose of buying handicraft products at the Night Bazaar ?

(Can check more than 1 type.)

- 1 As a gift/a souvenir 2 For yourself
 3 As a sample product 4 Others (please specify).....

16. How often do you come to the Night Bazaar for this trip?

- 1 One time 2 Two times
 3 Three times 4 More than three times

17. Which period of time do you come to buy handicraft products at the Night Bazaar?

- 1 3.00 – 6.00 p.m. 2 6.01-9.00 p.m.
 3 9.01– 12.00 p.m.

18. How long does it take for you to choose handicraft products at the Night Bazaar?

- 1 Less than 1 hour 2 1 – 2 hours
 3 More than 2 hour 4 Others (please specify).....

19. How much do you pay for handicraft products for a visit at the Night Bazaar?

- 1 Less than US\$50 2 US\$51-100
 3 More than US\$100

20. What types of handicraft products at the Night Bazaar have you bought?

(Can check more than 1 type.)

- 1 Category of wood carving
 Buddha image Human figure
 Animal figure dolls Others (please specify).....
- 2 Category of wickerwork
 Bamboo canteen Hat
 Basket Bag
 Others (please specify).....
- 3 Category of pottery /ceramic
 Jar Pitcher
 Vase Others (please specify).....
- 4 Category of furniture
 Guest Set Bed
 Cabinet Chair
 Others Others (please specify).....
- 5 Category of textile
 Shirt, blouse Sa-Rong, skirt
 Trousers Table cloth
 Scarf Bed – sheet / pillow-case
 Others (please specify).....
- 6 Category of wood
 Vase Small box
 Candle holder Kan toke (local food container)
 Others (please specify).....

7 Other category

Silver ware

Saa paper

Lacquer ware

Sand-stone products

Others (please specify).....

21. What kind of products do you want to see more in the Night Bazaar?

.....
.....

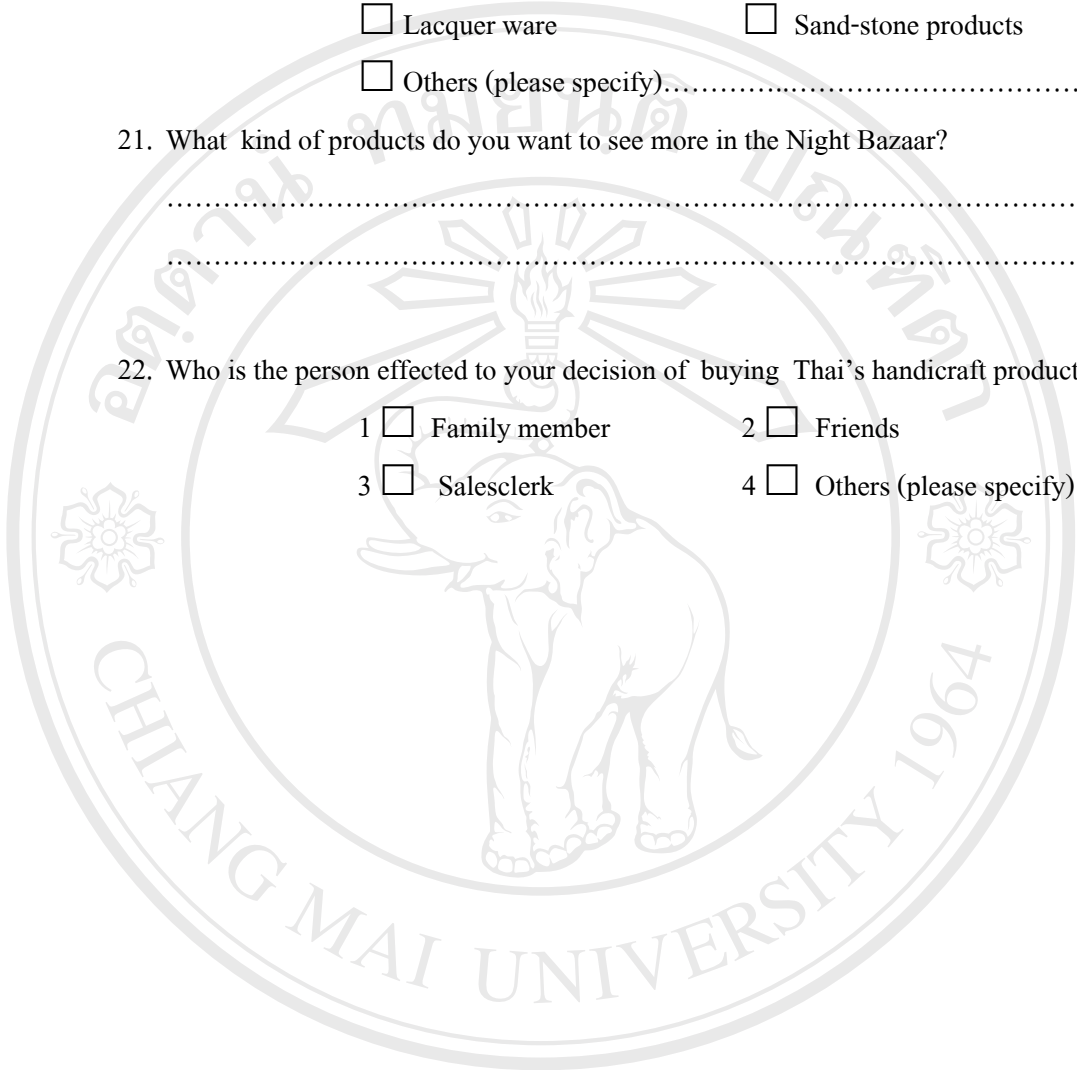
22. Who is the person effected to your decision of buying Thai's handicraft products

1 Family member

2 Friends

3 Salesclerk

4 Others (please specify).....



Part 3 Factors affected Tourists' Buying Behavior Decision for Handicraft Products at the Night Bazaar, Chiang Mai Province.

Please ✓ in the

<u>Product</u>	Most	much	medium	less	least
1. Quality of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Out- standing design/attractiveness of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Modernness of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Variety of products	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Being local art .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Packaging.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Label and instructions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Being an OTOP products (One Tambol One Product)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Able to return or change if not satisfy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Price</u>	Most	much	medium	less	least
10. Show price – label.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Reasonable price compare to quality.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Able to bargain the price.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Able to pay by both cash & credit cards	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Place</u>	Most	much	medium	less	least
14. Night Bazaar is convenience and close to your accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Numbers of shop in the Night bazaar.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. The shop-lanes are properly, not cramped.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Clean and beautiful shop.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Display products in category. Easy to choose .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. Display sample products in the shop.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Promotion	Most	much	medium	less	least
20. Advertisement/ information in various media.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. Good sales representatives can introduce the products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
22. Special promotions : discount.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
23. Gifts, premiums on special occasions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. VAT Refund for tourists	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 4 Comments and Suggestions for shopping Handicraft products at the Night Bazaar
(additional)

.....

.....

.....

.....

.....

ประวัติผู้เขียน

ชื่อ	นายพาวุธ บุญเปลี่ยน	
วัน เดือน ปี เกิด	18 พฤศจิกายน 2517	
ประวัติการศึกษา	ปีการศึกษา 2531	สำเร็จการศึกษามัธยมศึกษาตอนต้น โรงเรียนบุญวาทย์วิทยาลัย
	ปีการศึกษา 2534	สำเร็จการศึกษามัธยมศึกษาตอนปลาย โรงเรียนบุญวาทย์วิทยาลัย
	ปีการศึกษา 2538	สำเร็จการศึกษาปริญญาตรี สาขาเศรษฐศาสตร์ มหาวิทยาลัยเชียงใหม่
ประวัติการทำงาน	พ.ศ. 2539-2543	เจ้าหน้าที่วางแผนการผลิต บริษัทโตโยต้า มอเตอร์ แห่งประเทศไทย จำกัด
	พ.ศ. 2543-2545	เจ้าหน้าที่วางแผนการผลิต บริษัทแอลทีไอซี จำกัด
	พ.ศ. 2546-ปัจจุบัน	เจ้าของธุรกิจ ลานนานาเคคคอร์ ส่งออกและจำหน่ายผลิตภัณฑ์ของแต่งบ้าน

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
Copyright © by Chiang Mai University
All rights reserved